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Martin Behrman Administration

Biography
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PREFACE

THIS BOOK IS PRIMARILY A SOUVENIR OF THE HONORABLE MARTIN BEHRMAN'S TWELFTH ANNIVERSARY AS MAYOR OF NEW ORLEANS—TWELVE YEARS OF THE MOST PROGRESSIVE AND ENLIGHTENED GOVERNMENT THIS CITY HAS EVER EXPERIENCED. MAYOR BEHRMAN'S THIRD TERM EXPIRED DECEMBER 4TH LAST, SO THAT HE HAS JUST ENTERED UPON HIS FOURTH, WHICH WILL GIVE HIM AT ITS COMPLETION, SIXTEEN YEARS' CONSECUTIVE TENURE OF THAT OFFICE.

SUPPLEMENTAL TO ITS MAIN OBJECT, THIS BOOK EMBODIES A STORY INDICATING IN OUTLINE RATHER THAN IN DETAIL THE WONDERFUL DEVELOPMENT OF NEW ORLEANS DURING THIS EVENTFUL PERIOD. AGAINST A BACKGROUND OF WELL-AUTHENTICATED FACTS, IS REFLECTED THE REMARKABLE RECORD OF MAYOR BEHRMAN AS A PUBLIC OFFICIAL—HIS COMPREHENSIVE KNOWLEDGE OF EVERY DETAIL OF THE SYSTEM OF GOVERNMENT HE HAS BEEN CHOSEN TO ADMINISTER; HIS APPRECIATION OF WHAT IS ESSENTIAL TO THE DEVELOPMENT OF A GREAT CITY, HIS SPLENDID INITIATIVE AND CONSTRUCTIVE ENERGY AND THE CONSPICUOUS PART HE HAS TAKEN, PERSONALLY AND OFFICIALLY, IN THE ACTIVITIES WHICH HAVE BROUGHT ABOUT THE EVOLUTION OF AN OLD CITY FROM MIRE AND FLOOD AND PESTILENCE, TO A SPLENDID MODERN METROPOLIS, POSSESSING EVERY COMFORT, EVERY CONVENIENCE AND EVERY ATTRACTION OF THE MOST ADVANCED COMMUNITY.

NOT ONLY DOES THE TEXT PRESENT AN INSTRUCTIVE REVIEW OF NEW ORLEANS IN ALL ITS RELATIONS—POLITICALLY, SOCIALLY, EDUCATIONALLY AND COMMERCIALLY—BUT THE BOOK IS REPLETE WITH A SERIES OF PICTURES ILLUSTRATIVE OF THE CITY'S MANY INTERESTING AND UNIQUE FEATURES—ITS NOTABLE PUBLIC BUILDINGS, INSTITUTIONS OF LEARNING, THE GREAT BUSINESS EMPORIUMS, PALATIAL HOMES, LOVELY AVENUES, PARKS, OUR SUPERB SYSTEM OF DOCKS, OUR INCOMPARABLE DRAINAGE, SEWERAGE AND WATER SYSTEMS, PUBLIC BELT RAILROAD, WHICH IS DOING SO MUCH TO FACILITATE, ECONOMIZE AND EXPEDITE THE HANDLING OF OUR RAPIDLY GROWING COMMERCE, AND OTHER EVIDENCES OF PROGRESS MANIFEST ON EVERY HAND, WITH MANY PHOTOGRAPHS OF STATE AND CITY OFFICIALS, AS WELL AS REPRESENTATIVE CITIZENS. EVERY PLATE WAS MADE ESPECIALLY FOR THIS BOOK, WHICH, WE CONFIDENTLY BELIEVE, IS NOT ONLY A WORK OF ART, BUT SURPASSES ANYTHING OF A KINDRED NATURE THAT HAS HERETOFORE MADE ITS APPEARANCE IN NEW ORLEANS. THE WHOLE HAS BEEN CAREFULLY PRINTED ON AN EXCEPTIONALLY FINE QUALITY OF PAPER. IT IS INDEED A PICTURE BOOK OF RARE EXCELLENCE.

THE LABOR OF ITS PREPARATION, NOTWITHSTANDING THE NUMBERLESS PERPLEXITIES SUCH AN UNDERTAKING NECESSARILY INVOLVES, HAS BEEN A PLEASANT ONE, AND WE CAN ONLY WISH THE READER A SIMILAR EXPERIENCE IN ITS PERUSAL.

CITY HALL.

HON. MARTIN BEHRMAN,
Mayor 1904—1920.

HON. MARTIN BEHRMAN

Mayor

One of the men whose personality has been most impressed on the affairs of the City of New Orleans for more than a decade, and who, in a great measure, is directly responsible for the extensive public improvements made here in the last twelve years, is Martin Behrman, who has occupied the Mayor's chair longer than any other man.

Elected first in a bitter fight in the fall of 1904; the second time without opposition; the third time without difficulty in a fight in which the attacks on him were the chief feature. Mayor Behrman was returned to office again at the general election the early part of November, 1916, without opposition.

Such is the remarkable record of the municipal head of New Orleans, who grows stronger in public favor, and who has the distinction of giving this city the best business administration in the city's history. Of fine physique, pleasing personality, genial manner and graceful bearing, easy of approach and always ready to lend a hearty and efficient co-operation in any worthy or commendable enterprise, enjoying a peculiarly secure place in the confidence of the public and the well-merited esteem of the whole people, it is not difficult to account for Mayor Behrman's steady climb from near dependence and obscurity to a position of security and eminence among his fellowmen, and it is entirely within the range of probabilities that this broad-minded, conscientious and able citizen will yet attain even greater honors at the hands of the people whose interests he has guarded in so eminently satisfactory a manner.

Moved Here When Less Than Year Old.

Martin Behrman was born in New York City, October 14, 1864, and has lived in New Orleans ever since 1865. His parents, Henry and Fredericka Behrman, moved to this city when the Mayor was less than a year old. His father died shortly after his arrival here, and his mother survived only until the boy had attained his twelfth year. The boy was thrown on his own resources at that tender age. He received his education in the public schools of New Orleans. His advantages for this, however, were limited, a matter that always caused him sincere regret and which has been a leading motive in his remarkable work for the advancement and development of the public schools of the city and his interest in the education of all the young people, with special care regarding those whose opportunities have been restricted.

The Mayor began his business career as a clerk in a retail grocery store. Some time later, by diligence and enterprise he advanced in the scale of employment to a position in a wholesale grocery house, and finally, at the age of 19 years, he became traveling representative for the firm of Doyle & Co. He filled that position for two years. In the meantime the young salesman had extended his acquaintance and had become somewhat popular among men of influence, and ultimately he was appointed clerk of the City Council, a position he filled with conspicuous energy and fidelity.

Subsequently Mr. Behrman was appointed deputy assessor of the Fifth District, following which the deputy was advanced to the position of assessor for the district.

This station was filled in a like satisfactory manner, and the assessor next became president of the Board of Asessors for a term of four years.

Elected Auditor in 1904 and Renamed.

Mr. Behrman was elected State Auditor in 1904 in the first Statewide primary the State ever held, and achieved great popularity as a campaigner in that campaign, in which Newton C. Blanchard and General Leon Jastremski were candidates for Governor. Soon after his incumbency in the position of Auditor, in which he made a record by uncovering dishonesty in several parishes, the city fight for Mayor in New Orleans developed, and as there was difficulty in securing a candidate for the regular organization to succeed Mayor Paul Capdevielle, Mr. Behrman believed he saw himself as the man of the hour and came out as a candidate. He was bitterly fought, Charles F. Buck being the opposing candidate, but was elected by a large majority, and has had no real serious opposition for re-election since.

Mayor Behrman was re-elected to succeed himself in 1908, and again in 1912. In November he went to the polls without opposition and was elected for his fourth term. He was the last to be elected Mayor under the old convention plan, the first under the primary system and is the first Mayor under the Commission Form of City Government.

He was a member of the School Board from 1892 to 1896, inclusive, and for eight years was chairman of the Democratic Congressional Committee for the First Congressional District of Louisiana. He was a member of the Constitutional Conventiou of 1898 when the public improvements were started which have been carried to such perfection under his administration. He also served as a delegate-at-large from Louisiana to the Democratic National Convention of 1908 and 1912, being chairman of his State delegation in 1908.

As Mayor of New Orleans, Mr. Behrman has had many difficult problems to handle, one of the most important being the task of securing funds to provide for the subsurface drainage, build schools and engine houses, pave streets, establish playgrounds and improve parks, all of which have been done with remarkable success. Mayor Behrman has had serious opposition to face In many of these matters, but has been supported by a large majority of the people whenever it came to a point where there was a vote of the people.

Mayor Head of Many Boards.

The Mayor is the head of the Sewerage and Water Board and the Public Belt Railroad. He threw up the first spade of earth for the Public Belt, and has been its champion and promoter from the very first against strenuous opposition from those who thought the railroads should control all switching and transportation matters. As a result of the interest shown by Mayor Behrman the city has a splendid asset in this great public utility, which is one of the finest belt railroads in the world and one of the few owned by the city in which it operates.

Mayor Behrman, by reason of the office he holds, is also a member of the Orleans Levee Board and has had an active part in the clearing away of the old buildings along the city front and the construction of the great levees that now so securely protect the city.

One of the accomplishments of which the Mayor is justly proud and on which he has been frequently complimented is the West End Park plan. The Mayor has carried out extensive improvements on the lake front, including a sea wall, public gardens and numerous other improvements, which, when fully completed, will make West End Park one of the finest summer amusement places in the United States. The bulk of the money used in the execution of the Mayor's elaborate plans was loaned by the New Orleans Railway and Light Company in consideration of their Spanish Fort franchise.

Leader in Exposition Campaign Here.

Mayor Behrman was the leader in the strenuous campaign a few years ago to secure recognition from the United States government to celebrate the opening of the Panama Canal by the holding of a great international exposition at New Orleans. Mayor Behrman traveled extensively over the country in the interest of New Orleans and the fight that was being made, and frequently went to Washington with special committees making the fight for this city, and with the Louisiana delegation. Though New Orleans was not successful in her efforts, the Mayor and those connected with him in the wonderful exposition fight secured for the city some valuable publicity which has since resulted in beneficial advertising of the city as a great seaport, a growing financial and commercial center and the principal point of concentration of the great farming and agricultural interests contiguous to the city.

Acting in his capacity of Mayor of New Orleans, Mr. Behrman welcomed to the city many big men and high public officials, among them Theodore Roosevelt and William Howard Taft, both of whom came South in their respective terms as President of the United States. The Mayor has met the latter two frequently, and formed friendships with them as well as with all public men who have visited the city during his administration.

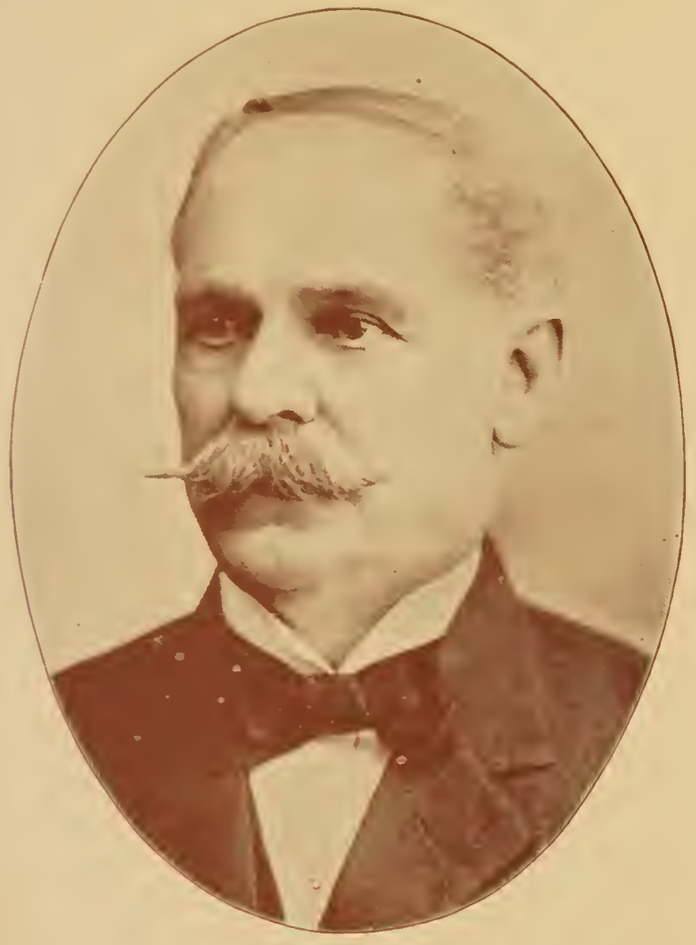
Deep Interest in Every Movement.

Mayor Behrman takes a deep personal interest in the commercial development of New Orleans. He joined the Merchants and Manufacturers' Bureau some years ago, and annually makes the week trade trip successfully conducted by the management of that organization under the able direction of Allen H. Borden. The Mayor is also a member of the Association of Commerce and has been active in assisting that body in its efforts to induce newcomers in the industrial and manufacturing field. He has been active in the efforts to secure the improvements of the Mississippi River. Mayor Behrman has always been generous in helping all worthy charities and public interests.

The Mayor is an active and popular member of New Orleans Lodge No. 30, Benevolent and Protective Order of Elks, the New Orleans Press Club, the Knights of Columbus, Woodmen of the World, Benevolent Knights of America, Ancient Order of Druids, Young Men's Social and Benevolent Association, Southern Yacht Club, Young Men's Gymnastic Club, Loyal Order of Moose, the French Opera Club, the Choctaw Club, Travelers' Protective Association, the Jovian Order, Rotarians, Surf Club, Chess, Checkers and Whist Club, Lakeshore Club and numerous other fraternal and social organizations.

In 1887 Mayor Behrman was married to Miss Julia Collins, of Cincinnati. Two children were born to that union, one son, Stanley W. Behrman, and Miss Mary Helen Behrman.

HON. MARTIN BEHRMAN, AT HIS DESK.



ADOLPH GUSTAVE RICKS,

Commissioner of Public Finance.

Commissioner of Public Finance A. G. Ricks was born in Hamburg, Germany, in 1842, and came to this country at the age of nine years. He was educated in the public and private schools of New Crleans and Paris, Texas. He served in the Fifteenth Confederate Cavalry during the Civil War. He started his business career as clerk in the retail grocery business, and afterwards entered the leather business as a member of the firm of John Frank & Co. Ten years later he acquired the entire business and established the firm of A. G. Ricks & Co., which is now incorporated and managed by his son, Robert B. Ricks.

In 1895 Mr. Ricks was appointed received of the New Orleans Brewing Association, which he managed for four years.

In 1901 he was elected President of the Metropolitan Bank.

In 1912, on the adoption of the Commission Form of Government, he was elected Commissioner of Public Finance, and re-elected in 1916.

As Treasurer of the School Retirement Fund, Mr. Ricks has consistently refused his salary of $1,500 and turned it into the Teachers' Fund.

E. E. LAFAYE,

Commissioner of Public Property.

Edward E. Lafaye was born in New Orleans in 1880. He attended the public schools from 1887 to 1894. In the latter year he became connected with the wholesale grocery interest in this city, and when selected for the position of Commissioner of Public Property, to which he was elected in 1912, Mr. Lafaye held a most responsible position with the firm of Albert Mackie & Co. He resigned his position there in 1913 so that he could give his entire time to the duties required of his office in the City Hall.

When first elected to the office, Mr. Lafaye made a personal investigation of the needs of the city in so far as street paving is concerned, and, as a direct result of this activity, the property holders have been saved thousands and thousands of dollars. Not only has Mr. Lafaye done this for the taxpayers direct, but he has also saved the city itself many thousands of dollars by introducing a perfect system of operation of the municipal repair plant, where he has been successful in reducing the cost of repair work almost one-third the price paid by the city before Mr. Lafaye assumed direction of the city's repair plant.

Mr. Lafaye is a member of the Chess, Checkers and Whist Club, the Southern Yacht Club, the Association of Commerce and the Motor League of Louisiana.

EDWARD J. GLENNY,

Commissioner of Public Utilities.

As a citizen and public official, no man has a higher standing than Edward J. Glenny, Commissioner in charge of the Department of Public Utilities of New Orleans. He was recently chosen for this high office, having been selected as the successor to Hon. W. B. Thompson, the present president of the Board of Port Commissioners, but since his incumbency Mr. Glenny has demonstrated to the satisfaction of his legion of friends that he is the man for the office and that the interests of the public will never suffer under his keeping. Commissioner Glenny is the head of the Board of Public Utilities, and one of his first accomplishments was the bringing about of an investigation of the transportation service of the New Orleans Railway & Light Company by an expert on transportation problems from St. Louis. This will be the means of the addition of some $500,000 in equipment to the street railway service and the straightening out of the lines of the system for the better conservation of its operating facilities. Mr. Glenny was for many years one of the leading cotton merchants of the city, and was twice selected as the President of the New Orleans Cotton Exchange. He is prominently connected, and has for many years been a leader in social upilft and philanthropic work.

SAM STONE, JR.,

Commissioner of Public Safety.

Exercising the difficult duties of the office of Commissioner of Public Safety is a college man and an architect and constructing engineer, Samuel Stone, Jr., who succeeded Harold W. Newman, who resigned June 19, 1917.

Mr. Stone has charge of the administration of the police power of New Orleans, and has in his charge the erecutive and supervisory functions of the police and detective forces of the city, as well as the carrying out of all ordinances pertaining to social hygiene and the moral welfare of the community. This office is his first public position, and he was selected for it by Mayor Behrman and the other Commissioners of the City Government because of his eminent fitness in other positions requiring executive ability and the handling of men. The selection had the unanimous endorsement of the business leaders of New Orleans, and has resulted in the carrying out of the policy of Mayor Behrman to make New Orleans one of the cleanest and least parasitic-ridden municipalities of the nation. Commissioner Stone is carrying out these policies rigidly, but in a manner which shows his diplomatic bearing and fitness for his difficult duties. He has recently been instrumental in assisting in the reorganization of the police force, thus adding greatly to its efficiency and improving its personnel.

HAROLD W. NEWMAN,

Commissioner of Public Safety (Resigned June 19, 1917).

Harold W. Newman is a native of New Orleans. He was born October 2, 1872. Mr. Newman received his early education in the public schools of this city and later attended the old Jefferson Academy. He was graduated from Tulane University in 1892 with the degree of A. B. In 1894 Mr. Newman was graduated from the law department of Tulane University. He immediately entered the practice of law, following the profession until 1906.

In 1906, owing to the failing health of his father, Mr. Newman joined the firm of M. W. Newman & Son.

Mr. Newman was elected Commissioner of Public Safety in 1912, and was re-elected in 1916. The high state of efficiency of both the police and fire departments is due to his untiring efforts. He is also responsible for the excellent traffic regulations in force here, which he inaugurated upon coming into office.

Commissioner Newman has earned a national reputation as an authority on Safety First regulations, being the first vice president of the Safety First Federation of America.

Commissioner Newman married Miss Bellahie Israel in 1898, and as the fruit of his marriage has three sons.

New Orleans

MEDIEVAL TOWNS GREW UP around shrines and monasteries built at the graves of the early martyrs; others around fortifications or in the shadow of the castles of the feudal lords, while in our day they were founded by men who were noted traders. The most common origin of American cities was the primitive agricultural village, or a coalescence of several villages. Facilities for trade were the main incentive to the development of the village, the community and the town, and these, situated at fording places or on great rivers, connecting with the sea, and in the midst of a fertile region of country, or on good trade routes, were favored in growth and regarded as the more desirable locations for cities. Just what was in Bienville's mind when he founded New Orleans in 1718 is not apparent, but that he builded better than he knew is to-day admitted in the fact that the little community with its parallelogram or streets and ditches, laid out on a crescent-shaped shore in the midst of cypress swamps and willow jungles, is now one of the most beautiful and prosperous cities on this continent. Its selection, however, is perhaps best accounted for upon the hypothesis that whenever a country has become sufficiently advanced in civilization to develop among its inhabitants a considerable traffic in the products of their industries portions of its population will tend to mass in convenient centers of distribution and exchange. Particularly is this true when this traffic, through most favorable circumstances, promised an extensive and profitable development not only among the inhabitants of the same country, but between them and the people of other countries.

And these were the circumstances existing here when the far-seeing Frenchman made his choice of a capital for the territory of Louisiana, and which probably exerted the determining influence in locating, regardless of certain adverse conditions of an apparently insuperable character, a great city on the present site of New Orleans. Although the date of its birth goes back into the eighteenth century, New Orleans may now be truly said to be a product of the nineteenth century—a by-product of steam, electricity and transportation.

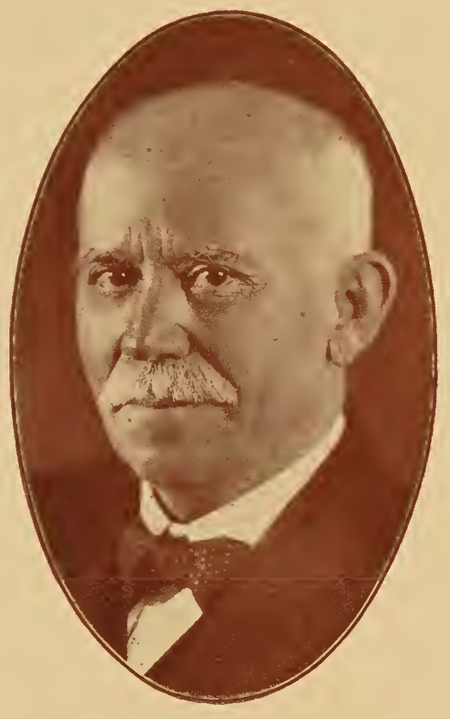
It is situated on the eastern, or, more correctly speaking, on the northern bank of the Father of Waters, which at this point, after running northward for several miles, takes a turn to the eastward. Originally built in the form of a crescent, around a bend in the river, it now extends so far upstream that its shoreline takes the form of the letter S. In a most direct line it is distant from New York 1342 miles, south of Chicago 930 miles, 718 miles south of St. Louis, 1117 miles southwest of Washington, 106 miles from the mouth of the Mississippi River, and 1395 miles from the Panama Canal, being the nearest of all the ports of this country to that famous connecting link between the Atlantic and Pacific Oceans. The geological history of the site upon which New Orleans is built is interesting. This alluvial strata is made land, having been brought down from the Rocky Mountains and the Western plains by that most eccentric of rivers, the Mississippi, which building up, little by little, has filled up old channels, and in doing so wearing itself new ones, until finally it has extended its delta like an outstretched hand far out into the waters of the Mexican Gulf.

The Mississippi has a history no less of romance than of fact. Students recall with delight French and Spanish adventures in their interesting search for the "Hidden River," that mysterious stream, which, according to the Indian tradition, "flowed from the land from which the sweet winds of the Southwest brought them health and happiness, where there was neither ice nor snow, which was known by so many different names," and ending with the construction of the jetties which to-day have given depth and permanence to its delta and made New Orleans one of the great ports of the world. The beautiful Lake Pontchartrain forms the northern boundary of the city. In area New Orleans has 196¼ square miles, and in this respect probably is larger than any other city in the country, except, perhaps, New York, Philadelphia and Chicago. The incline is in the direction of Lake Pontchartrain, which is six miles distant to the northward. It may be interesting to know that portions of the city are twenty feet lower than the high-water level of the river. Several areas of the city, of considerable size, are as much as one foot below the mean gulf level; but the city generally is from two to four feet above. There no longer exists the least apprehension of inundation from either the river or the lake, ample protection being afforded through a system of levees from 12 to 16 feet high, which completely encircle the town. The streets are drained into canals, from which the water is lifted by means of steam pumps, forming an integral part of probably the most modern and efficient system of drainage in this or any country. The water thus handled, some of it as many as four times before discharge, is carried into Lake Pontchartrain, which, however, is only a temporary arrangement, the purpose ultimately being to discharge into Lake Borgne, some 13 miles below the city.

The main streets describe a curve, running parallel to the river, and at present form an unbroken line from the upper to the lower limits of the city, a distance of 12 miles. The cross streets run at right angles from the Mississippi River, with greater regularity than might be expected, considering the curved outlines of the river bend.

Here the French Creoles were born, and lived a wild, valorous and unrestrained life. For sixty-three years the little colony struggled for existence, enduring floods, famines, pestilence and the terrors of Indian warfare, when in 1762 the province of Louisiana was transferred by France to Spain. The first Spanish Governor was Ulloa, who was inclined to adopt a conciliatory policy, but the people made the town so disagreeable for him that in less than two years he returned to Spain. Geo. W. Cable gives the causes for Ulloa's unpopularity with the people of the town as follows: "That he had a chapel in his house; that he absented himself from the French churches; that he enclosed a fourth of the public common to pasture his private horses; that he sent to Havana for a wet nurse; that he ordered the abandonment of a brickyard near the town on account of its pool of putrid water; that he removed leperous children from the town to the inhospitable settlement at the mouth of the river; that he forbid the public whipping of slaves in the town; that masters had to go six miles to get negroes flogged; that he had landed in New Orleans during a thunder and rain storm, and under other ill-omens; that he offended the people with evidences of sordid avarice, and that he added to these 'crimes' many others equally unjust and terrible." The colony in 1769, when New Orleans was a town of 3,200 inhabitants, was in open revolt, but the arrival of a Spanish fleet checked the aspirations of the patriots, paralyzed their efforts, and they yielded without a struggle.

In 1803 Louisiana was retransferred by Spain to France, and great was the rejoicing of the Creole colonists, who during the forty years of Spanish domination had never forgotten their French origin. But their joy was quickly turned to bitterness



JOHN P. COLEMAN,

Secretary to Mayor Behrman.

Mr. Coleman was born in Vicksburg, Miss., September 13, 1854. He attended the elementary schools in Vicksburg and Natchez and spent five years at St. Vincent's College, Cape Girardeau, Mo. He was admitted to the bar in Mississippi in 1875, but never practiced the profession, engaging in the newspaper business soon thereafter. He came to New Orleans in 1882, and has resided here continuously since, being connected for many years with the Times-Democrat and for a time with the Daily States. He became Secretary to Mayor Behrman in 1911.

GEORGE FERRIER,

Clerk of the Commission Council.

Few officials of the Behrman Administration can boast of the number of friends among all classes of business and professional men as can George Ferrier, the efficient and obliging clerk of the Commission Council and an attache of the City Hall in a clerical capacity for the past seventeen years. Mr. Ferrier is noted for his courteous bearing and pleasant manner and his promptness in the looking up of official business for visitors and business men has won him popularity which has been of material aid in the success of the administrations of the Mayor and Commission Council. Mr. Ferrier is a native of New Orleans and of distinguished family, his grandfather having been a man of much wealth and prominence in the ante-bellum days of the vieux carre. He entered the city's service seventeen years ago as Assistant Clerk of the City Council. After eight years of that service he was rewarded by election as Chief Clerk. Mr. Ferrier has a wide knowledge of city affairs and is probably the best-posted man on city ordinances and customs in the South.

MICHAEL ROONEY,

Chief Clerk to Mayor Behrman.

No man in the city is more widely known than is Mike Rooney, Chief Clerk to Mayor Behrman and one of the most able aids to the administration. Mr. Rooney has the difficult task of receiving visitors to the Mayor's parlor and attending to the wants of those who seek permits and other matters pertaining to the routine of the city's executive. He is a New Orleans product, born in Algiers, the west-side suburb of the Crescent City, and has for a number of years been in public life. Mr. Rooney, through the administration of his office has done much to promote the success of the four administrations of His Honor, and has made numerous friends in all parts of the city through his courteous treatment of visitors and his uniform consideration of the needy when appeals are made for charity funds.

when the news was received shortly after that Louisiana had been sold by Napoleon to the United States. The younger generation and those who had a clear apprehension of what this change would bring about in the way of material advancement and in other respects were quickly reconciled to the new conditions, pledging their fealty to the American government with an alacrity and earnestness that left no ground for distrust And the prosperity of the city dated from that eventful period. In 1804 New Orleans was incorporated, at which time it had a population of approximately 8,000. In 1812 the use of steam in its application to navigation of the Mississippi was introduced, though it was not until several years later that, succeeding a period of experiment and disaster, a far speedier, more reliable and generally satisfactory system of river transportation through the instrumentality of water craft operated by steam was attained. Previous to this, canoes, batteaux and flatboats were utilized in making the voyage down the Mississippi and its tributaries. These vessels were laden with the products and commodities from the sections from whence they came, but to return against the current was almost impossible; so that a trip from St. Louis to New Orleans or Louisville New Orleans and return required months.

January the 8th, 1815, New Orleans was successfully defended against the British by General Jackson, who, with a force of less than 6,000, defeated 15,000 picked men of the British Army under Sir Edward Packenham, the enemy sustaining a loss of 700 killed, 1,400 wounded and 500 taken prisoners, while the American loss was only seven killed and six wounded. The old battlefeld is still retained as a historic spot. It is four and one-half miles from Canal Street, on the banks of the Mississippi, and extends about a mile to the rear, in the direction of Lake Pontchartrain. A marble monument, which was to have been 70 feet in height, but now in a hopelessly unfinished state, is commemorative of this matchless victory; and in the southwest corner of this famous field is the National Cemetery, one of the most beautiful of the many beautiful resting places of the Federal dead in this country.

New Orleans still bears the impress of the nations to which at different times in its romantic history it has borne allegiance. Many of its streets yet retain their old French and Spanish names, and there are here and there sandwiched in between structures of a later generation many quaint and picturesque buildings. Others are of massive stone or brick edifices with great arched doors, paved floors, worn by the feet of generations long passed. That part of the city below Canal Street suggests the life of mediaeval Louisiana. The old buildings and narrow, cobblestone streets constitute a monument of the past, and, like the ancient town of Rothenberg, should be as carefully preserved as are the art treasures of the country's museums. And in this connection it might be well to say it has been the aim of Mayor Behrman, while encouraging industry and development in every direction, not to permit industry to disfigure the city or in any way diminish that peculiar charm for which it is famous the world over.

As would be supposed, the population of New Orleans is cosmopolitan, aggregated from many nationalities, each of the several elements having in a measure its own ideas of social and religious proclivities and its own civilization. But there never has been an attempt to make a Procustean bed, to which all should be forced to fit, the different elements themselves rapidly assimilating and becoming a homogeneous mass with all the ideals of their new environment.

It has been said the atmosphere of New Orleans is Bohemian—its language polyglot. Certainly it is venerable with age and rich in accumulations of a long-realized maturity. Jackson Square has an historic interest, it having been the old Place d'Armes of Colonial times. It was here that Ulloa landed in that ill-omened thunderstorm, and here that public meetings were held and the colony's small armies mobilized. During the Indian wars, barracks were constructed on either side of Place d'Armes, where the Pontalba buildings now stand, and in 1758 other buildings of a similar character were added, and part of whose ruin still stands in the neighborhood of Barracks Street. Near Jackson Square is the site of the oldest Capuchin Monastery in the United States. This building was long used for the purposes of the Civil District Court, and is at this writing the property of the Louisiana State Museum, in which is collected one of the most interesting, varied and valuable exhibits in the country.

Steaming down the Mississippi River, the voyager will pass a point which bears the name to this day of the "English Turn." Through the mouth of the great river sailed one day, in the seventeenth century, a proud English ship, bent on exploration and acqusisition of territory to England. "Threading for a hundred miles the comparatively direct course of a stream," writes an authority, "this vessel had made two abrupt, right-angled turns, when coming around the third point, in advance of it, it saw a French ship, armed and equipped, and bearing down the stream under full sail. The English ship was given to understand that the Mississippi was no 'thoroughfare' for vessels of its nationality, and was commanded to return and retrace its course, which it reluctantly, but no less surely did.' Hence the name "English Turn."

New Orleans had a population in 1820 of 27,000; in 1850 it had increased to 116,375, and in 1860 it had reached 168,675. In common with other cities of the South, New Orleans was a great sufferer by the Civil War, during which not only was its business interests paralyzed, its port blockaded, its homes looted and laid waste and leading men impoverished, but it had sustained through the patriotism of its gallant sons the irreparable loss of many a promising youth who had gone forth to battle in defense of his State and people. Then followed the horrors of the reconstruction period, which, with all its demoralizing and harmful influences, tended to prolong and intensify the bitterness and the unsettled conditions which had their inception in the great war. Nevertheless, in 1870, the population of New Orleans had increased to 191,418, and in 1874 the value of its exports, including rice, flour, pork, tobacco, sugar, etc., but excepting cotton, were estimated at $93,715,710. Its imports in the same year were valued at considerably over $14,000,000. To-day it has a population of nearly 400,000. Its exports, which amounted to only $146,277,839.00 in 1904, when Mayor Behrman first came into office, have increased to $263,376,337.00, and its imports from $34,035,516.00 to $92,103,939.00. It is the chief cotton mart of the world, and its wharves are lined with ships which bear this and other commodities to every quarter of the globe. In the amount and volume of its exports it ranks second to New York.

Having triumphed over adversity, we are now called upon to bear the test of success. A large part of the city was, up to a few years ago, inaccessible and of no value whatsoever, because of inadequate means of transit and inability to use the undeveloped territory lying between the city proper and Lake Pontchartrain. Nearly all this vast tract of land has now been reclaimed through drainage, of which a large part is being rapidly developed into residence districts, and the remainder under profitable cultivation, blossoms as the rose. With the extension of the street railroad system into those sections, every facility is provided for their improvement, which is not only systematically carried on, but is rapid and of a most attractive and permanent character. In this respect attractiveness is treated as a commercial asset and desirable as a means for promoting the city's growth. The city is a conscious, living thing, with a life of its own and a definite mission to perform. In its planning is involved the construction of a water system, drainage and sewerage, steam and street railroad transportation to reduce the cost of transit and loss of time to a minimum. It means the building of terminals to facilitate trade and industry. Street railways, gas, electric light and water are regarded as the city's vital organs to be owned and operated for service, comfort and convenience. The task that has in a great measure fallen to Mayor Behrman has been the creation of a new city out of an old one—a city that during the larger part of its existence has possessed but few of the essentials of a great modern metropolis. What

JUDGE ISAIAH D. MOORE.

City Attorney.

Prominent as an attorney, councilor and jurist, Judge Isaiah D. Moore, the City Attorney of New Orleans, holds a high position on the Louisiana Bar Association. For the past nine years he has been the City Attorney of the Crescent City, having been appointed to that post on the retirement of the late Hon. Samuel L. Gilmore, who retired to become Congressman from the Second Louisiana District. Prior to that time Judge Moore had been an Associate Justice of the Louisiana State Court of Appeals, a position which he filled for some twelve years with honor and credit to himself and the State. As the City Attorney Judge Moore is constantly called upon to be the legal advisor of His Honor Mayor Behrman and the Commission Council, and much of the progress of the administrations of the city since 1908 has been due to his astute handling of the problems which have arisen. Judge Moore has an eye single to the public interest, and is an energetic worker for the development of the city.

WILLIAM P. BALL,

City Auditor.

Among the many attaches of the city administration there is none who stands higher in the public favor than does William P. Ball, the City Auditor. Mr. Ball started his career as a newspaper man and made hosts of friends through his uniform diplomacy of

bearing. He was selected as the private secretary of Mayor Behrman when the Executive commenced his first administration in 1904, and for eight years exercised those difficult duties with great success. As a reward for his success he was made the Registrar of Voters by Governor J. Y. Sanders, a position held by him until the appointment of his successor by Governor Luther E. Hall. On leaving the registrarship he was made the City Auditor by the Hon. A. G. Hicks, Commissioner of Public Finance, and on the re-election of that official was reappointed to this office. Mr. Ball enjoys the esteem and respect of all classes of Orleanians and is a capable official.

FERNAND J. WHITE,

Deputy Commissioner of Finance, Accounting Division.

Among the public officials to whose efforts is due the success of the Commission Form of Government in New Orleans none deserves greater credit than Mr. Fernand J. White, Deputy Commissioner of Finance in the Accounting Division. His familiarity with the best methods of municipal accounting, acquired through long practical experience eminently fits him for his present position at the head of one of the most important departments of the city administration.

Mr. White was born in New Orleans May 10, 1862, and received his education in the

local schools. He began his business career at a very early age, and his ability soon brought him deserved recognition. He has always been prominently identified with every movement looking toward the betterment of conditions, and every form of civic progress and improvement has always found him a staunch and able supporter.

A. J. O'KEEFE,

Deputy Commissioner of Finance, Treasury Division.

Arthur J. O'Keefe, Deputy Commissioner of the Department of Public Finance, elected to that office by the Commission Council in 1912, occupies a most prominent position in the affairs of New Orleans.

Mr. O'Keefe has taken an active part in politics for many years, being a member of the Democratic or regular organization of the Tenth Ward, where he enjoys the confidence and esteem of a large constituency. Member of Democratic Parish Committee 12 years, re-elected in September for four years, this being his fourth term.

In April, 1908, Mr. O'Keefe was elected a member of the State Senate from the Fifth Senatorial District, and in 1909 he was elected a member of the City Council, serving under the old form of government. When the Commission Council went into office, Mr. O'Keefe was elected Deputy Commissioner of Finance, serving under Commissioner Ricks. He was returned to that office for another term of four years, following the last election.

progress it has made in this direction and how thoroughly and intelligently the Mayor is discharging his obligations in this regard must be apparent to all, but especially so to the visitor who is able to compare present conditions with conditions existing here some twelve years ago. With the remarkable evolution in the physical development of New Orleans during the past decade—in sewerage, water and drainage, in modern wharves, warehouses, elevators, belt railroad, in industrial and commercial activities, in the changes wrought by electricity in transportation, and in the multiplication of human hands through the more efficient harnessing of power—there have come, also, a higher standard of education, increased culture, love of the fine arts, the unique and beautiful in architecture, the extension and improvement of our park system, the establishment and equipment of playgrounds and public baths, the solution of problems of sanitation and health and a growing spirit of philanthropy manifesting itself in numerous princely gifts to charity.

The power of public opinion supported by timely legislation, advocated and put into successful operation through the influence of Mayor Behrman, has achieved much in the way of regulating and improving the condition of factory employees. There was a time not so long ago when factories and large commercial establishments throughout the country were literally the consumers of women and children, producing a mentally morally and physically imperfect class of the community, which, if not effectively and promptly checked, threatened, in the near future, to be attended with serious consequences. The evils and abuses for the eradication of which the law referred to was passed by our Legislature have been greatly mitigated, if not wholly abated here in New Orleans through the intelligent, practical and conservative administration of factory inspection by Mrs. Martha D. Gould almost since the inception of that office.

The transcendant importance of rapid transit as a solution not only for the overcrowding of the city proper, but for the development of the suburbs, is generally recognized. Its success, of course, depends not alone upon the provisions made for an adequate service, but upon the rates of fare, on a cheap basis, that renders the service available to the poorer classes. Since Mayor Behrman's incumbency and through his untiring efforts, several important concessions have been made by the Railways Company in the way of reduced fares on its lines, and in facilities and comforts in instances where the service had hitherto been either inadequate or below the standard. As it is, the street railway service in New Orleans will compare favorably with any like system in the country.

This city has a record of 200 years of hospitality for which it does not have to apologize—200 years during which it has not closed its gates to man or beast seeking shelter, refreshment or entertainment. The city, as has been said, is rich in tradition, has a wealth of historic association; flowers, foliage, perennial, fragrant and beautiful; not oppressive in the warmth of its sunlight, its climate is salubrious and inviting the year around. To the student of history and romance, New Orleans offers a rare field. In the part of the city below Canal Street there is not a square that does not possess some landmark replete with tradition and aglow with the spirit of historical color. Here and here alone one will find the Carnival spirit, manifesting itself annually in a series of superb pageants, brilliant, artistic and instructive, besides which are the individual maskers, the strolling troubadours, streets blazing with incandescent beauty and the thousands of eager spectators, representing the wealth, beauty and fashion of every clime, who have come miles and miles to witness the wonders of this modern genii. When the glories of the Mardi Gras have faded away, the crowds disperse delighted with what they have seen and convinced that, while there may be other cities, there is but one New Orleans.

The welfare of a city embraces, among other important essentials, the protection of the life, health and property of its inhabitants. This protection is afforded by the police department, which includes various courts and correctional institutions; the fire department and the department of health and sanitation. In all these branches of government New Orleans has made very great progress in the past twelve years. Not only has their efficiency been materially increased, but the forces employed in their respective departments have been strengthened in membership, in discipline and expert training, with increased facilities for a more thorough discharge of their important duties. In the fire department the men and apparatus are better housed and enjoy conveniences and comforts never dreamed of under the old regime. Much attention has been given to a more humane consideration of the dependent and delinquent classes, and a generous provision made for our hospital for mental diseases and other institutions for the relief of the indigent. There are numerous benevolent and eleemosynary institutions in New Orleans, many fine hospitals, sanitariums, asylums, training schools, etc., and an incalculable amount of good is being effected through their instrumentality. No city in the country is supplied, proportionately to its population, with a larger number of handsome places of worship than New Orleans; there is no sect or creed that is not represented in the total, and no one, no matter what his faith, is deprived of religious consolation should he seek it here. The clubs, of which there are many, are a distinct feature of our social life—prosperous, hospitable and homogeneous in character. Our cemeteries are unique, and some of them very beautiful—notably Metairie, which is admittedly one of the loveliest resting places of the dead in the United States, or anywhere.

There are many delightful trips out of New Orleans—across the lake, up the romantic and beautiful Tchefuncta River, over on the coast, out through the fertile sections intersected by the railroads, up and down the Mississippi, and in the lovely Teche country, in the regions where the sugar cane and cotton grow, out and around the most beautiful and historic homes in the whole Southland.

Our public school curriculum is comparable to that of any other city in the country, and this improvement has been especially in evidence during the three administrations of Mayor Behrman. Appropriations for school buildings, for equipment, for school books, gymnasiums, playgrounds, kindergartens, for the promotion of school hygiene, etc., have kept pace with the city's ability to finance these essentials of the modern educational system. The newer school buildings, impressive-looking structures, are, liberally provided with conveniences and comforts, comparing favorably with the finest institutions of that kind, ,and are, indeed, monuments to him who has for years been known as "The School Mayor of New Orleans."

COMMISSION GOVERNMENT.

The commission plan, which has been adopted by many cities of this country, is in many respects a radical departure from traditional forms of municipal government. For some years the practical operation of this system was limited to cities of less than 300,000 inhabitants. New Orleans was the first city exceeding this limit to put into operation this system, with Buffalo a close second. A commission of five representative citizens, including the Mayor, represents the whole city, the term of office of the members being four years. Under its provisions all distinctions between legislative and executive powers are eliminated. Each member of the commission is responsible for a department, subject to supervision by other members, and the whole is remarkably flexible, expeditious, economical and efficient. It can remove at will, appoint or create subordinate officers, fix salaries, write the annual budget and prescribe duties.

The Mayor, as stated, is a member of the Commission and presides at its sessions, with the right to vote. He is the Chief Executive of the city, and has supervisory power over its administration. The system affords greater facility for the accomplishment of important work, places the responsibility where it properly belongs and puts office-holders on their mettle.

W. J. HARDEE,

City Engineer.

Captain Hardee was born in Brandon, Miss., March 27, 1863. He came to New Orleans at quite an early age and attended the public schools of this city. Subsequently he attended St. Stanislaus College, at Bay St. Louis, Miss. He began his professional career in 1880, when he engaged in the location and construction of the New Orleans Pacific Railroad, now the Texas & Pacific.

From 1886 to 1890, Captain Hardee was Assistant United States Engineer, making hydrographic and topographic surveys of the Mississippi River between Vicksburg and the mouth of the river. From 1890 to 1900 Captain Hardee was Assistant United States Engineer in charge of the location, construction and maintenance of all the Federal levees on the Mississippi River between Vicksburg and the mouth of the river.

On July 9, 1898, President McKinley commissioned Mr Hardee Captain of Company F, Third Regiment, United States Volunteer Engineers. He served with his regiment in the United States and in Cuba until it was mustered out at Fort McPherson, Ga., on May 17, 1899.

In November, 1899, at the general election, Captain Hardee was elected City Engineer, and has held that office continuously ever since.

E. A. CHRISTY,

City Architect.

Edgar A. Christy, City Architect, is a gentleman of lofty ideals, and is happily endowed with an intellectuality to successfully carry out those ideals. Mr. Christy's experience has made him a name which is more than local. He is possessed of much skill as an architect and is a practical man of sound ideas, and since his connection with the present city administration he has proven himself to be a valuable public servant.

Mr. Christy has prepared the plans and specifications for practically all public buildings erected here in the last decade. The most notable of these is the Boys' High School, in Canal Street, which really stands as a monument to the skill of the City Architect.

Mr. Christy was born in New Orleans September 5, 1880. He enjoys all the advantages of a good education, is a pleasant gentleman to converse with and withal is an untiring worker, and those familiar with his efforts are free to say the city is to be congratulated in having the position of City Architect filled by so capable and so efficient an official as Mr. Christy.

RUDOLPH HUFFT,

Chief Clerk of Delinquent Tax Department.

Rudolph Hufft, Chief Clerk of Delinquent Tax Department of the Office of City Comptroller Arthur O'Keefe, is one of the best-known men of the administration of Mayor Behrman. Mr. Hufft is known throughout New Orleans as "Rudie," and made legions of friends during the occupancy of the difficult post of Private Secretary to the Mayor, in which he was the predecessor of John P. Coleman, the incumbent. Mr. Hufft is prominently connected, having come of a family which first made its home in New Orleans many decades back. Before entering upon his public career he was engaged in various mercantile enterprises and successfully filled a number of difficult positions. He has been the collector of rentals from the public markets for the past half decade, and in that capacity has been one of those who took an active part in obtaining general betterment of market conditions and the maintenance of sanitary conditions in the stalls of the municipal market places.

New Orleans' System of Sewerage, Water and Drainage

NEW ORLEANS HAS GONE FAR in municipal ownership—farther, perhaps, than any other American city; but of all her successful enterprises the one that has attracted the greatest amount of public attention is, probably, the Waterworks System.

GEO. G. EARL,
Superintendent.

In the past decade we have experienced two extreme conditions. Ten years ago our sanitary equipment was unspeakably crude; and although the mighty Mississippi flows at our doors, the domestic water supply was scant and of doubtful quality. To-day our sewerage system is not excelled anywhere and our water supply is abundant, wholesome and cheap.

Our people for many years realized the great need for certain public improvements; there was much discussion and many spasmodic attempts to better conditions. It, however, remained for the yellow fever visitation of 1895 to spur the citizens of New Orleans to a concerted effort, with the result that at a special election held in June, 1899, the property holders taxed themselves two mills for forty-three years to construct sewerage and waterworks systems, and to improve the drainage system.

The women of New Orleans played a prominent part in the campaign preceding this special election, and it was largely through their efforts that the skeptics were convinced and the tax was voted by a substantial majority. It is said that it was at this election that women cast their first ballots in this country.

The water plant began furnishing filtered water early in 1909; and it soon became apparent that the system, from an engineering standpoint, would be an immense success. The mechanical difficulties having been satisfactorily disposed of, the Sewerage and Water Board turned its attention to the problem of devising water rates and planning its business organization.

It was fully realized that the success of this enterprise would largely depend upon the good-will of the public; and that public co-operation could only be obtained by each taxpayer appreciating that he is a stockholder in the plant, and that he is getting a dividend in the form of efficient service at a small cost. With this constantly in view, the water rates were worked out with the greatest care; the operating and office methods were planned to obtain the greatest possible efficiency at a minimum expense.

One of the most difficult problems any waterworks concern has to solve is the rate question. It is necessary to fix a charge that will cover the expense of operating and maintaining the system, and at the same time be fair to all classes of consumers New Orleans at first adopted a flat rate system, but soon realized that the enormous waste of water through unmetered connections would more than offset any economies on the part of the Board in operating the plant. It was then decided to adopt an "all-meter" system. To-day every connection is metered and each consumer eliminates all waste and pays for exactly what he consumes. As a result the present rates are as low (and possibly lower) as those prevailing in any other city of the country.

In planning the accounting, collecting, meter reading, inspection, complaint and information departments the inflexible rule was laid down that the public must get a "square deal;" that courtesy and efficiency must prevail. A representative was sent to various other cities to study first hand modern waterworks office systems and management, and to adapt them to our local needs.

Despite the low charges for water, the economical administration of its affairs have enabled the Sewerage and Water Board to pay all the expenses of operating and maintaining the waterworks and sewerage systems and to set aside a sinking fund of approximately $285,000.

The water plant has been in operation eight years, and, having passed the experimental stage, the following claims can safely be made for it:

1. That the plant, from a mechanical standpoint, has no superior.
2. That the quality of water and the service are of high standard.
3. That the rates are low.
4. That it is self-supporting and financially sound.

If the above items go to make success, this experiment in municipal ownership has, without doubt, been highly successful.

SEWERAGE, WATER AND DRAINAGE.

Not so long ago a rain of little more than ordinary dimensions in New Orleans was attended by practically a suspension of all traffic in its business center. Streets and sidewalks were flooded to a depth of several inches, and not only did the business district suffer but these untoward conditions extended to the residence sections of the city, where, in certain localities, houses were partially submerged, and the vagrant waters remained for weeks, or until ultimately soaked up by the sun. The results were loss of time, great inconvenience, much damage to property, a polluted atmosphere and an increased death rate.

Always a matter of serious concern to the authorities and people generally of New Orleans, hundred of thousands of dollars had been expended to obtain substantial and permanent relief from these objectionable conditions. Large appropriations were from time to time authorized by the city for experimentations of one kind or another in the hope that some day New Orleans might possess a system of drainage competent to deal with any and every emergency. These numerous devices, each in its turn, however, proved a failure, and New Orleans was still at the mercy of storm and rain until 1895, from which dates the inception of the present magnificent system of drainage. In that year plans prepared by Mr. L. W. Brown, then City Engineer, were approved by an Advisory Board of Engineers, composed of Mr. Rudolph Hering, of New York, and Major B. M. Harrod and Colonel H. B. Richardson, of New Orleans, all eminent in their profession. Then followed the creation of a Drainage Commission by act of the Legis-

FRANK T. MOONEY,

Superintendent of Police.

Frank T. Mooney, Superintendent of Police, was born in New Orleans in 1870, and attended the public schools until 1883, when he entered the employ of the Illinois Central Railroad, in the service of which corporation he rose from the lowest position to that of Master of Terminals. On the untimely death of the late Superintendent James W. Reynolds he was unanimously chosen by the Commission Council to the postion then made vacant, and resigned his position with the Illinois Central Railroad to accept the office.

In Mr. Frank T. Mooney we believe that we have a Superintendent who will keep the police force up to the high state of efficiency that it had attained under his predecessor.

Mr. Mooney is a strict disciplinarian, and has had wide experience in the handling of men, which will, no doubt, tend to increase the efficiency of the force of which he is the head.

JAS. W. REYNOLDS,

(Deceased)

Late Superintendent of Police.

James W. Reynolds, late head of the New Orleans Department of Police, was born in Algiers, August 29, 1868.

He became identified with the local police department in 1893. In that year he received his appointment as a supernumerary clerk

and was assigned to duty in the eighth precinct. A week later he was appointed clerk.

In 1904 Mr. Reynolds was promoted to assignment on the Detective Bureau. Four years later, on June 16, 1908, he became the head of the bureau.

Upon the death of Inspector O'Connor, the head of the Detective Bureau was the unanimous choice of the Board of Police Commissioners for the position of Superintendent of the New Orleans force. The appointment was made on February 10, 1911, and from that time until his death Superintendent Reynolds had been untiring in his efforts to bring the department to the high state of efficiency it now enjoys.

In the year 1892 Superintendent Reynolds married Miss Roseada Shorey, of Algiers. The union was blessed with five children.

GEORGE LONG,

Chief of Detectives.

George Long, Chief of Detectives of the local force, has the distinction of being one of the cleverest, shrewdest and bravest plain clothes men in the South. Joining the force as a supernumerary patrolman on January 25, 1893, the present head of the plain clothes bureau soon gave evidences of unusual skill in detecting crooks.

Recognizing the ability of the young supernumerary, the head of the department promoted him to the position of patrolman on May 24, 1893, and on December 1, 1897, he was made corporal. On January 26, 1906, George Long was made a sergeant. The next

promotion was to a captaincy. That was on September 7, 1908.

The most important promotion received by him was on February 10, 1911, when Superintendent Reynolds placed him at the head of the plain clothes bureau with title of Chief of Detectives.

George Long was born in New Orleans May 16, 1870. He was educated in the public schools.

LOUIS PUJOL,

Chief of Fire Department.

Louis Pujol is a native of New Orleans. He was born September 11, 1866. He attended the public schools and later followed various commercial pursuits.

In 1886, however, he developed a particular liking for the life of the fireman and joined the old volunteer department. He became connected with Pelican Hook and Ladder Company No. 4. Upon the organization of the paid department, on December 15, 1891, Mr. Pujol was appointed driver of Hook and Ladder Company No. 4. In 1902 he was promoted to the position of captain, and remained at that post until 1907, when he was promoted to assistant engineer of the Fifth Fire District.

On June 21, 1911, Louis Pujol was promoted to the chief of the fire department, which position he now fills with credit and distinction.

Chief Pujol is a member of New Orleans Lodge No. 30, Benevolent and Protective Order of Elks, Woodmen of the World, Knights of Columbus, the Firemen's Charitable Association and the National Association of Fire Fighters.

lature of 1896, with Major B. M. Harrod as Chief Engineer. The construction work was begun in 1897, although there had not been available at that time sufficient funds to carry the project to completion. In 1900 the first operation of the new and partly completed drainage system was commenced. And in 1902 the operation and further development of the system was committed to the Sewerage and Water Board; in 1906 sewers in a large section of the more densely populated area of the city were in operation, and in 1909 both the new waterworks system and the sewerage system were in complete operation over nearly the whole populated area of the city. Owing to the peculiar topography of New Orleans, the waters of the lake, of the navigation canals and the river have all to be kept out of the city by means of levees, and all storm water or liquid wastes of any and every kind are disposed of by pumping. "Prior to 1900," says Mr. George G. Earl, General Superintendent of the Sewerage and Water Board, one of the most eminent engineers in this country, and to whom the credit for our present great systems of modern sewerage, water and drainage is particularly due, "storm water and all other liquid wastes were disposed of by means of paddle wheels, driven by steam engines. These wheels had a very small capacity, being capable of only a very low lift, so that the canals stood constantly nearly full of water. All foul liquid wastes found their way to these canals, through flat, open gutters, and the water both in the gutters and in the canals was very foul, while the soil of the city, as a whole, was saturated practically to the surface. Vaults and cesspools of the most offensive character existed on every premise, and the main and practically sole reliance for a water supply consisted of wooden cypress cisterns, which collected rain water from the roofs of the houses." These combined conditions gave New Orleans an unenviable sanitary reputation—so bad, in fact, that proper municipal development was out of the question until they were corrected. Other cities had long been in the enjoyment of these priceless facilities. Because of the absence of them the growth of New Orleans, on the other hand, was being seriously retarded—in fact, the town began to lag behind several other cities, which, although greatly inferior to our own in the more important essentials of a great city, were the fortunate possessors of efficient systems of sewerage, water and drainage. Thus came the solution of the water supply problem. The studies and preparation of all plans for the waterworks, just as had been done in the matter of sewerage, were made by the Engineering Department of the Sewerage and Water Board, under the direction of its General Superintendent, Mr. Earl; the Advisory Board of Engineers, composed of Mr. Rudolph Hering and Mr. George W. Fuller, of New York, and Major B. M. Harrod and Colonel H. B. Richardson, and Messrs. L. W. Brown, A. C. Bell and Thomas Raymond, passing upon these plans as they were submitted.

OLD MELPOMENE DRAINAGE WHEEL.

NEW MELPOMENE DRAINAGE STATION NO. 1.

SEWERAGE AND WATER BOARD OFFICE BUILDING.
Erected by R. McCarthy, Jr.

It was confidently asserted at the time that the purification of the Mississippi River water to the extent of converting it into a perfect and healthy product for drinking and other household purposes was an impossibility. This contention was more or less warranted by reason of the utter failure of the old waterworks company, which had undertaken some years previously to filter Mississippi River water in quantities sufficient to meet the public demands. There were not a few who favored the city obtaining its water supply from some stream north of Lake Pontchartrain, while others believed a sufficient and satisfactory artesian supply might be obtained. Between 1892 and 1900, however, much valuable knowledge had been gained as to the proper methods to be applied to the purification of the water of the Mississippi River. In the experiments that followed it was found that the bacteria existing in the Mississippi River showed vastly less signs of the effect of sewerage discharge from the cities above New Orleans than are found in the river water reaching any of the higher cities, due to the great distance traveled, as well as to the effective conditions present in the river water at the upper end of the city, ten miles above the nearest sewer outlet. New Orleans, Mr. Earl stated, could turn out an effluent without filtration which would have been considered entirely satisfactory before the people became educated to the perfect output from the complete plant. The effluent from the filters has always been entirely free

FILTERS AND HEAD HOUSE, WATER PURIFICATION STATION.

INTERIOR OF FILTER HOUSE.

from suspended matter, bright, sparkling and a perfectly safe and satisfactory water for all purposes. It possesses every desirable characteristic that can be found in the best natural water supply.

With a complete water system came a thorough and most efficient system of sewerage—the one working in conjunction with the other. Its object is to effect the removal of fouled household and manufacturing wastes, and, like drainage, the sewage has to be lifted one or more times by pumping before it is finally disposed of. The final disposition of sewage is into the Mississippi River some forty feet below low water level, and so does not appear on the surface. There are 500 miles of sewers, capable of receiving and delivering to the various pumping stations the discharge from some 80000 premises, of which already some 65,000 are connected with and using the sewers. The great pumping stations are nine in number, of which three discharge directly into the Mississippi, six merely lifting sewage from a low level to a higher level gravity-sewer and sending it to the discharging stations. The six relifting stations are electrically and automatically operated without any attendants other than that they are all visited once daily for lubrication, etc., and in this service two men and a horse and wagon are engaged.

DISCHARGE FROM ONE 12-FOOT WOOD SCREW PUMP.

TWELVE-FOOT WOOD SCREW PUMPS.

INTERIOR OF NEW DRAINAGE STATION NO. 1.
TYPICAL OF THE SIX STATIONS OF DRAINAGE SYSTEM.

Subsequent to 1909 extensions of the sewerage and water systems have continued as well as further large improvements of the drainage system. By the end of 1917 the investment in these three systems will have been nearly $30,000,000, against which there is an indebtedness of only $20,000,000 of 4 per cent bonds, the remaining $10,000,000 of cost having been paid for as the work progressed out of current revenue.

By the time the last of the $20,000,000 of bond money has been expended the city will have:

A main drainage system, consisting of some 66 miles of low-level canals, 25 miles of tide-level or leveed outfall canals, and seven great pumping stations operated electrically, with two power stations for their operation, all capable of removing as much water every twenty-four hours as a rainfall of 7 1-3 inches in twenty-four hours precipitates.

The cost of the subsurface drainage system, which takes the place of the antiquated and altogether inefficient surface gutters in the removal of storm water, is not included in the above stated cost of the sewerage, water and drainage systems, for the reason that this expense is met by assessment of property benefited, together with paving assessments. To date this subsurface drainage amounts to over $2,000,000. The power and pumping stations, to remove storm water from the drainage system, Mr. Earl says, probably aggregates the greatest low-lift pumping proposition in the world.

"The aggregate volume of water," says Mr. Earl, "which all of these pumps can discharge, if massed at a single point, would equal a volume of water 10 feet square about 1 1-3 miles long every minute, and exceed 7,000,000,000 gallons per day. Enough to fill a lake a mile square about 33 feet deep. The original large pumps of the drainage system had capacities ranging from 250 to 300 cubic feet per second each, and the newer pumping units, eleven of which are now being installed, each will have a capacity of about 550 cubic feet per second, or nearly 15,000,000 gallons per hour."

Ultimately all storm water, now being pumped into Lake Pontchartrain, will find its outlet in Lake Borgne, some fourteen miles east of the city.

The water system consists of nearly 600 miles of new water mains, covering the whole populated area, supplied by two pumping purification plants, one on each side of the Mississippi River. The water, after being cleansed and purified, is sent by pumps into the distribution system, maintaining about a 60-pound pressure, which gives a very efficient fire protection with consequent material reduction in losses from that cause. The capacity of the pumping and purification systems is 66,000,000 gallons daily, and for short periods an even greater rate of output.

Speaking of the effects of drainage, it can be stated that cellers, hitherto unknown in the architectural scheme of New Orleans, with this new improvement, became an accomplished fact, so that now many of our largest buildings are thus provided, basements being constructed from twelve to fifteen feet below the surface. With the combined efficiency of the three systems—sewerage, water and drainage—New Orleans has become one of the healthiest cities on the continent, and in other respects one of the most desirable as a place of residence.

The Behrman Administration commenced in the latter part of 1904. Prior to this date there had been expended on drainage by the Drainage Commission and by the Sewerage and Water Board, with which the Drainage Commission was merged in 1903, $4,866,000, and by the Sewerage and Water Board on sewerage and waterworks $2,515,000, or a total of $7,381,000. Subsequently, up to January 1st, 1916, the expenditures on each of the three systems have been as follows:

Drainage	$6,209,000
Waterworks	9,274,000
Sewerage	4,813,000
Total	$20,296,000

or a grand total of $27,677,000 on the three systems. Besides these construction expenditures the Sewerage and Water Board, out of funds budgeted by the city for drainage operation and maintenance, and from water rates for water and sewerage maintenance and operation, has maintained and operated the three systems, and the Board is now expending annually about $678,000 for these purposes. In addition to the $27,677,000 expended on construction, there has been paid upwards of $6,500,000 interest on bonds, and there will be available for extensions annually an amount, starting in 1917, of $400,000 and gradually increasing with the growth of the city.

The work done prior to the Behrman Administration consisted in the construction of the drainage system to a point of operation and the starting of work on sewerage construction. Subsequent to 1904 the greater amount of expenditure on sewerage construction was finished, the whole of the waterworks system completed, the extent, cost and efficiency of the drainage system approximately doubled, and the plan and organization for maintenance and operation of the three systems fully developed.

MAIN WATERWORKS PUMPING STATION.

The Public Belt Railroad

The necessity for a belt railroad as a solution for unsatisfactory terminal arrangements was apparent many years before the city succeeded in establishing a terminal railroad.

New Orleans, possessing natural physical advantages, has always been a terminus for trunk railroads and ocean steamship lines. Becuse of lack of proper terminal facilities of any character, nowever, the transhipment of freight to and from all the ports of the world was restricted, steamship cargoes of immense capacity were drayed, and the port being without the essential requisites for the expeditious and economical handling of reight was at a disadvantage. The industrial business of the city was also practically without belting service. Sections of track belonging to the several trunk lines were located at various points along the harbor front with only limited connections. The trunk lines which enjoyed valuable terminal facilities at various points in the city and superiority of location restricted the belting service to long-haul freight handled over their own rails. The discontinuity of tracks prohibited switching service in many instances, and when the service could be performed, such advantage was only secured under conditions of serious delay and heavy expense.

Among the important matters which confronted the Behrman Administration upon its induction into office in December, 1904, was the Belt Railroad project, which was then in profess of formation. The Public Belt Ordinance creating the present Public Belt Railroad Commission and providing a right of way around the city had been adopted in October of that year, but the first work under the ordinance to establish the Belt remained to be done without the funds with which to do it. Mayor Behrman realized the necessity of providing facilities for the development of the commercial functions of the city, and applied himself assiduously in the interest of the Belt project. He was constant in attendance at meetings and familiarized himself with the details of the proposition. The survey of the Belt Line was undertaken by the Commission, and, while the ordinance provided a right of way around the city, as the work progressed and plans were prepared, many obstacles developed which for a time threatened to preclude the possibility of building the line along the water front without prolonged litigation. Practically the entire proposed right of way along the river front from Peniston Street to the lower limits of the city was involved, and negotiations were opened by the Public Belt Railroad Commission with all the trunk lines in the city with the view of clearing the right of way. These lines had vigorously opposed efforts made in the past to establish a public belting service, and the effort out of which grew the present Belt Railroad system was likewise strongly resisted by them. That the right of way was cleared and the work of laying track begun in September, 1906, was due to the firmness of Mayor Behrman in enforcing the rights of the city in the premises. The railroads were forced to realize the determination of the city to build the Belt, with the result that the negotiations were conducted upon well-established lines of business policy, and it is to the credit of the administration that the right of way referred to was perfected without resorting to the courts and that friendly relations were maintained with all interests involved.

It must be considered that in these early days of the struggle to acquire the Public Belt the enterprise was without the friendship and assistance that was later given to it when success was reasonably assured. This support was lacking not because the wisdom of the policy of the city to own and control its terminal facilities was doubted, but because the people were discouraged by their experiences in the futile efforts of past years to build a Belt. It was considered unfeasible in view of the physical conditions existing along the river front to engage in an undertaking of such magnitude, more particularly as the city was apparently unable to provide suitable financial means to prosecute the work.

The financial difficulty confronting the Commission pressed hard for solution. The inauguration of the work depended upon ability to secure financial assistance. When the Public Belt Railroad Commission was organized there was not a dollar in the Treasury for the purpose, although an old Belt Ordinance, adopted in 1900, had appropriated $40,000.00, based upon the future revenues of the city, but the money was not available. The existing Ordinance, amending the 1900 Ordinance, provided an additional appropriation of $100,000.00, of which amount only $30,000.00 was available, and legislation was required to secure that sum, which was put in possession of the Commission a few months after its organization.

As the location for the road progressed Mayor Behrman recommended to the City Council that funds be provided for its construction. Because of the difficulties surrounding the proposition there were no other means by which the money could be secured. The desire to build at least a portion of the Belt was strong on him, and from time to time, upon his recommendations, appropriations were made in anticipation of the revenues of the city, the money being secured by the issuance of 5 per cent interest-bearing certificates against the general revenue of the city, the aggregate amount of appropriations and certificates, including interest, approximating $534,691.68 to December 31, 1916.

It has been the effort of the Public Belt Railroad to develop the industrial business of the city as much as possible with the means at its command, and it now serves seventy-two industries. These industries are provided independent transportation connection with all the trunk lines entering the city, various warehouses and the public wharves. This service has enabled railroads without track connection adjacent to the industries to secure freight which was formerly denied them because of their inability to make delivery at points as advantageous as competing lines enjoying track privileges in the heart of the city.

That the city could not provide necessary funds was evident, and an act, supported by the Behrman Administration, was introduced into the General Assembly proposing an amendment to the Constitution of the State of Louisiana to authorize the issue of $2,000,000.00 of 5 per cent bonds, based on the earnings of the road and amply secured by the City of New Orleans, the proceeds of the bonds to be applied to construction purposes. The amendment was adopted by an overwhelming vote of the people at the general election held on November 3rd, 1908.

The construction, maintenance and operation of the Public Belt is vested in a Board of Commissioners composed of the Mayor of the City of New Orleans and sixteen citizen taxpayers. The ordinance provided for the appointment of the members of the Commission by and with the approval of the Council of the City of New Orleans, as follows: Three members from the New Orleans Board of Trade, three members of the New Orleans Cotton Exchange, two members of the Louisiana Sugar and Rice Exchange, two members of the New Orleans Progressive Union, two members of the Mechanics, Dealers and Lumbermen's Exchange, and five members to be appointed from citizens of New Orleans at large. The Council fixed the tenure of office of the first appointees, as follows: Two members each for two, four, six, eight, ten, twelve, fourteen and sixteen years, and provided that the successors of the first appointees shall be appointed for terms of sixteen years. The Mayor of the City of New Orleans is President of the Commission, the City Attorney is Ex Officio Attorney of the Commission, and the City Engineer Ex Officio Engineer.

The Mechanics, Dealers and Lumbermen's Exchange having been succeeded by the Contractors and Dealers' Exchange, the Belt ordinance was amended to provide for representation for said Exchange in the Commission by the appointment of two members from

that Exchange, upon the expiration of the terms of the members selected from the Mechanics, Dealers and Lumbermen's Exchange.

The members of the Commission receive no salary or other compensation for services.

The objects and purposes of the Commission are, and it is fully authorized and empowered by the Ordinance creating it, to acquire, own, locate, construct, maintain, operate and control in the name of and for the benefit of the people of the City of New Orleans a double-track Public Belt Railroad in the City of New Orleans, together with all spur tracks, switch tracks, sidings, crossovers, locomotives, cars, depots, warehouses, shops, stations and all other appurtenances to railway location, construction, maintenance and operation.

A double-track Public Belt reservation, extending from the upper line of the Parish of Orleans down the river front to Convent Avenue; through Convent Avenue to the south side of Florida Avenue, thence from the intersection of Convent Avenue and south side of Florida Avenue, through the rear of the city, across Bayou St. John and the New Basin Canal to the Upper Protection Levee, and along the Upper Protection Levee to the intersection of Leake Avenue; together with the double Belt tracks constructed thereon by the Illinois Central Railroad from the Upper Protection Levee to the upper side of Audubon Park, is irrevocably dedicated to the people of the City of New Orleans for perpetual and exclusive use as location for a double-track Public Belt Railroad.

The Commission held its first meeting and was formally organized on November 2nd, 1904.

Following the organization of the Commission the active development of the Belt, as previously stated, was begun upon the induction into office of Mayor Martin Behrman in December, 1904. The members of the Commission were united upon the principle of co-operation, exercising themselves diligently for the consummation of their effort, and were strongly supported by Mayor Behrman in their work.

On July 1st, 1905, the first rail on the Public Belt was fastened by a "golden" spike, driven by Hon. Martin Behrman, Mayor and President of the Commission, on the main line, on the river front near Lafayette Street. This auspicious occasion was attended with appropriate ceremonies.

At the time the Commission had not received more than $40,000.00 from appropriations made by the City Council, and was dependent upon the City Administration for funds with which to build the Belt Railroad. With a portion of the funds received the Commission had thus far been enabled only to put the road on paper, and were confronted with the necessity of securing such financial means as would warrant undertaking the physical construction of the Belt. Mayor Behrman was appealed to, and with his support the City Council agreed by ordinance to provide an appropriation of $100,000.00 for Belt purposes, provided arrangements could be made with the banks of the city to carry the loan. Through arrangement made by the Finance Committee of the Public Belt Railroad Commission, approved by the City Council, several banks of the city agreed to advance the aggregate sum of $100,000.00 upon 5 per cent interest-bearing certificates of the City of New Orleans, to be redeemed by the payment annually of $10,000.00. In December, 1906, upon the urgent appeal of Mayor Behrman, the City Council provided further funds in the sum of $250,000.00, stipulating in a contract with the fiscal agents of the city that the said fiscal agents should advance $225,000.00 of that sum upon 5 per cent interest-bearing certificates of the City of New Orleans for Belt Railroad purposes; the said certificates to be redeemed by the payment of $25,000.00 annually. Subsequently in April, 1910, the city appropriated $50,000.000 additional, the money being secured under the same conditions.

With exceedingly limited facilities and few switch connections from which to derive transportation, the operation of the Public Belt was begun on August 18, 1908.

A brief history of the Belt Railroad project at this juncture might not prove uninteresting.

It was only after twenty-five years of exhaustive consideration of the matter of a Terminal Transfer System that the Public Belt Railroad of to-day was finally established, although various projects were advanced from time to time. As early as 1888 the several commercial exchanges of the city were giving much time and thought to plans for a terminal system that would be of mutual advantage to all railroads and water carriers, and the community in general. A Belt Railroad Committee was formed comprosing representatives from various commercial organizations. This Conference Committee, after considerable research, on January 10th, 1889, submitted to the "Mayor and Council and the Inhabitants of New Orleans" its findings regarding the laws pertaining to the free use of the river front for commercial purposes, and declared against the bestowal of terminal privileges upon trunk railroads, and, speaking of the franchises which had been granted to the railroads, stated that if all the tracks granted under such franchises would be laid, they would be found to be a gigantic nuisance. The report set forth that almost the entire river front was monopolized by a few roads to the exclusion of other roads, and that those and incoming roads should have equal facilities to the river front; that under the French, Spanish, Roman and Common Laws, the wharves, quays and levees were dedicated to public use for one object—commerce, and that the governing authorities cannot legally alienate them from such use as they are without authority to deprive anybody of his rights therein. ThisCommittee submitted a brief quoting many decisions of the Supreme Court of Louisiana, showing that this public right is inherent in everybody. The levee "belongs as much to a citizen of Ohio as to a citizen of New Orleans; it is a place left open for the conveniences of commerce and for the use of the whole world. A thing hors du commerce (a thing out of traffic not to be bartered or disposed of)." The Supreme Court of Louisiana, 18th Ann., Page 307, sets forth: "No man or individual, proprietor of the banks of a navigable stream, can appropriate them exclusively to his own use and at his pleasure construct levees or erect buildings or wharves that will obstruct the free use of its banks to all men, although the right of property is in him as proprietor of adjacent lands."

All of this was illustrated to make clear the possibility of securing the requisite right of way for a Belt Railroad, and the Committee, in urging its proposition, submitted a tentative route for a Belt Railroad around the city. This effort, however, like others cast upon similar lines, was never consummated.

The proposition to build a Belt Railroad to be owned and operated by the City of New Orleans which culminated in the establishment of the present Public Belt Railroad was first submitted in 1897, and the spark of life was given to it in the Municipal Improvement Association, which was composed of men prominent in commercial and public life. This Association advocated the public ownership of a Belt Railroad and included it among other improvements for which they recommended a bond issue to the Constitutional Convention of 1898. The recommendations appertaining to a Belt Railroad were not adopted. The effort, however, was continued, but to secure a right of way along the river front over which private corporations were enjoying privileges and operating them for their own purposes to the exclusion of the free use of the public, proved a vexatious problem.

The first serious obstacle was presented in the attempt of the Texas & Pacific Railway Company to avail itself of certain privileges which had been granted by the City Council to the New Orleans Pacific Railway Company by various ordinances passed in 1880 and 1881. In the latter year the New Orleans Pacific Railway Company entered into an agreement with the Texas & Pacific Railway Company, by the terms whereof the former company consolidated itself with the Texas & Pacific Railway Co. "by granting, bargaining, selling," etc., unto the Texas and Pacific Railway all the franchises, corporate

rights or privileges of the New Orleans Pacific Railway Company, etc. The ordinances granted to the New Orleans Pacific a right of way down the levee from Audubon Park to Thalia Street, and Thalia to Claiborne, to Canal Street, and up Claiborne Street to Carrollton Avenue; also from Claiborne Avenue through Walnut Street to the river.

These privileges were conditioned upon the performance of certain obligations, and in consequence of the failure of the Railroad Company to comply with the terms of the grants, the said grants were repealed by ordinance adopted in 1884 and 1886.

Litigation which had been pending in the matter was revived, when public opinion began to manifest itself in favor of the Belt project. It was contended by the Railroad Company that the adoption of the repealing ordinances violated the contract created by the ordinances bestowing the privileges, and they sought to have the said repealing ordinances cancelled, and the rights of the Texas & Pacific Railway Company enforced. They offered to surrender the right to run through the city if the river front privileges would be confirmed, but the compromise was rejected by the city, and the case was finally disposed of by decision of the Supreme Court of the United States annulling the privileges which had been given to the New Orleans Pacific Railway. The successful issue of this suit cleared the way to some extent for a Belt Line. The railroad, although estopped from availing itself of the alleged privileges through the city, was, however, persistent in its efforts to secure a river front grant, and a proposition to construct the levees from the Jefferson Parish line down the river front in consideration of the right of the railroad to locate its tracks thereon was rejected by the Orleans Levee Board, who declared that the levees would be built by the constituted authorities. At that time the levees were not in the state of completion they are to-day, but the Levee Board nevertheless was firm in upholding the public character of the river front.

Further progress in the direction of acquiring a right of way was made when the Illinois Central Railroad endeavored to reach the river front from the rear of the city.

To secure these privileges the public thoroughfare now known as Leake Avenue, extending from Peniston Street to the upper limits of the Parish of Orleans, was created by the acquisition of private property by the City of New Orleans, for which the Illinois Central Railroad paid over half a million. On the neutral ground of this avenue the Illinois Central were required by the terms of an ordinance passed in February, 1899, to provide a graded right of way for two tracks for the Public Belt Railroad and to build two Belt tracks from the upper limits of the Parish of Orleans to the upper side of Audubon Park, in consideration of which the said Railroad Company was given the privilege for two main line tracks on said street, which tracks now parallel the two Public Belt tracks.

The commercial interests of the city as represented by its public exchanges were alert for every opportunity to advance the interests of the proposed Belt Line, and civic pride was now awakened in the direction of safeguarding the river front against the encroachments of private corporations, with the result that in August, 1900, an ordinance providing a Public Belt Railroad system was adopted by the City Council, and became known as Ordinance No. 147, N. C. S.

The City Council declared in this ordinance that the commercial levee in the Port of New Orleans was public, i. e., belongs to the people for purposes of commerce; that the public levee cannot be legally alienated or obstructed so as to prevent the free and equal use of it by all persons who require it for the purposes of commerce; that the export and import commerce of New Orleans was dependent upon the free and untrammeled use of the levee front of this port, and would be upbuilt if the control of the water front remained in the hands of the public representative business citizens, and would be dwarfed and perverted if it passed into the hands of any railroad corporation, even under the most stringent restrictions; that the present experience of separate sections of the levee being controlled by different corporations demonstrated that railroads furthered their own interests by oppressing and imposing upon the general business, by each corporation exacting as much for handling freight over its section as would be a full charge for traversing the entire water front; that a public railroad along the river front would be permanent public improvement to the city and great commercial growth must ensue to the city from the unrestricted use by all railroads of our water front, with equal rights to all and special privileges for none, at a minimum cost.

The construction, maintenance and operation of the road was vested in a Board of Commissioners, composed of the Mayor and Executive Officers of the city, and was the first law establishing a Belt Railroad to be owned and operated by the City of New Orleans. Under the terms of said ordinance there was appropriated for the years 1901, 1902, 1903 and 1904 in the Reserve Fund portions of the Budgets of the City of New New Orleans set aside for public improvements the sum of $40,000.00.

As the proposed right of way granted under the terms of the ordinance traversed territory under the jurisdiction of the Board of Port Commissioners, the requisite approval of the same was secured from said Board, which concurred in the ordinance under certain conditions and stipulations by resolution adopted in August, 1902.

At this time the Louisville & Nashville Railroad sought further privileges from the city, and under the terms of an ordinance passed in August, 1900, granting the privilege for the erection of the passenger depot at the head of Canal Street, the company paid $10,000.00 in consideration of the grant, which sum was dedicated to Public Belt Railroad purposes. This amount and $30,000.00 of the sum appropriated in the original Belt ordinance was subsequently turned over to the present Public Belt Railroad Commission shortly after its organization, and formed the nucleus of a fund for the construction of a Belt Railroad.

There was no progress made in the physical construction of the Belt under the plan adopted by Ordinance No. 147, but the citizens who had fostered the project were constant in their attention to it and unyielding in their effort to preserve inviolate the public character of the river front looking forward to the time when conditions would warrant the active development of the enterprise.

But notwithstanding the existence of the Belt Ordinance, the New Orleans & San Francisco Railroad applied for and was granted a privilege by the adoption of an ordinance in February, 1903, for a right of way over the double-track Belt Line and reservations on the river front from the upper limits of the City of New Orleans to Henderson Street, under the condition that said company would construct at its own cost and dedicate to perpetual public use double tracks from the upper side of Audubon Park to Henderson Street, the said two tracks to be a continuation of the Belt tracks built by the Illinois Central Railroad under the terms of the Leake Avenue grant. The ordinance further provided to complete the Belt tracks to Clouet Street; that the Public Belt authorities should have the right to grant the use of the tracks to any railroad that was then in or which might thereafter come into the city, exacting from the railroads an amount equal to the amount that would be expended by the New Orleans & San Francisco Railroad, for the construction of the tracks to Henderson Street, and, in consideration of the contributions of the railroads, they would all be allowed to operate their own locomotives and cars over the Belt tracks.

The Belt system as proposed under the terms of the Frisco ordinance was such only in name, and placed in serious jeopardy the establishment of a Public Belt Railroad system, to be owned, controlled and operated by public authority. The scheme was considered impracticable, and it was recognized that the right given to one or more railroads to operate over a double main line, each of these roads having separate and individual interests in important switch connections could not but prove disastrous to the industrial and commercial interests of the city and Port of New Orleans.

The ordinance met with strenuous opposition on the part of the advocates for a

terminal railroad to be owned and operated by the city, but was nevertheless finally adopted by the City Council, whereupon it was vetoed by Mayor Paul Capdevielle, and subsequently again adopted over the veto of the Mayor.

Mayor Paul Capdevielle then entered suit to annul the franchise on the ground that the Council purported to make a grant to the New Orleans & San Francisco Railroad of a right of way over the double-track Belt Line and reservation on the river front from the upper limits of the city to Henderson Street, although said tracks would be laid and pass through considerable portion of the public landings of the City of New Orleans which were exclusively under the control and administration of the Port Commission. The case was decided by the Louisiana Supreme Court adversely to the city. The Board of Port Commissioners then intervened in the effort to maintain the integrity of the projected Belt Line, and the contentions of the Port Commission were sustained by the Louisiana Supreme Court. The decision annulled the grant purported to have been made by the City of New Orleans over the Belt Line and reservation on the river front in so far as the territory under the jurisdiction and control of the Port Commission was concerned, and had the effect of nullifying the purported grant of the entire right of way over the Public Belt Line and reservation on the river front from the upper limits of the city to Henderson Street, or any other point.

Closely following the adoption of the Frisco ordinance, the Louisiana Railway & Navigation Company, in September, 1903 were granted the identical river front privileges as were bestowed on the Frisco, with certain other track rights in other portions of the city.

The ordinance declared that in the event of the New Orleans & San Francisco Railroad Company failing "without legal excuse" to build the Belt tracks from the upper side of Audubon Park to Henderson Street, the Louisiana Railway & Navigation Company should build said tracks under the same terms and conditions of the Frisco ordinance.

The New Orleans & San Francisco Railroad, having been legally prevented from building the Belt tracks, the privilege given to the Louisiana Railway & Navigation Company was without effect.

Thus far the effort to secure a Belt Railroad had been valuable more in the direction of establishing the principle for its public control than in the realization of any plans that had been adopted. The commercial community was now enthusiastically in favor of the absolute public ownership of the Belt and were intent in the purpose to bring about the early development of the project.

A few of the strong advocates for a Public Belt Railroad placed the matter before the several commercial exchanges of the city, and in the early part of 1904 a joint conference was formed comprised of members from the New Orleans Board of Trade, New Orleans Cotton Exchange, Progressive Union, Louisiana Sugar and Rice Exchange and the Mechanics, Dealers and Lumbermen's Exchange, to recommend a plan for a Belt Railroad system.

To devise such a system as would meet the necessities of the city and port of New Orleans required considerable thought and consumed much time. It was the purpose of the framers of the law that the Public Belt would be built and operated upon improved methods and be commercial in character.

This conference labored a greater part of the year on the effort, and after studying the conditions at terminal centers as well as the local situation evolved the present system, which, being recommended to the City Council, was finally adopted, after great consideration of the matter by the Streets and Landings Committee of that body.

The law creating the Public Belt Railroad Commission became know as Ordinance No. 2683, N. C. S., and was adopted October 4, 1904, and approved October 8, 1904. The ordinance described the terminal conditions existing in this city and urged the necessities for a Public Belt Railroad in the following words:

"The industrial progress of the city and port of New Orleans renders it a matter of great and even vital importance that a system of terminal deliveries should be devised whereby all railroads, all industries and all water craft be enabled to transfer goods without restriction, discrimination or delay.

"The present system * * * has encumbered the streets and landings of the city, belonging to various corporations, whose competitive interests compel delays and restrictions at times amount to prohibitions; this situation limits industries * * * in many cases to the facilities of a railroad on whose track it is located, and * * * further prevents the location of new industries that require the widest and freest facilities for collection and distribution of their goods.

"It is of great importance that facilities should be provided for the location of industries in the rear of the city and on the banks of the navigation canals as well as on the front, whereby said industries and those in the present commercial district can reach and be reached by every railroad or steamship line now trading with the city, or hereafter to come.

"In the rear of the city there is a large area of unimproved property that, provided with terminal facilities as expressed above, would be rapidly improved by various industries.

"Such a terminal system could easily establish and operate an industrial and real estate bureau for securing and locating new industries, and * * * would greatly facilitate the work of collecting and disposing of city garbage, the filling of lots and similar work of public and private utility.

"Public policy dictates that new railroads entering New Orleans, and those now here, whose franchises are insufficient or nearly expired, should be furnished terminal facilities upon a broad, permanent, well-defined plan without discrimination.

"All tracks now existing or to be built upon the public streets and landings should be for the free use of the public upon the most economical terms.

"All this can only be secured and availed of by public ownership and control and the various private interests involved can only be harmonized and included in a general and comprehensive terminal system, by substitution for same on equitable terms of greater advantages than now possessed, by full right to use a comprehensive and enlarged terminal system covering every point now reached and that can be hereafter reached by railroad tracks within the city limits, and the most practical means whereby conflicting interests can be harmonized, plans prepared, construction and operation can be carried on, is through establishment of a commission composed of commercial interests, where all concerned shall be fully and fairly represented."

The ordinance provided that the dedication of said reservation in so far as the same may traverse, cross, intersect with or encroach upon territory under the jurisdiction of the Board of Port Commissioners should not become final until said dedication in so far as said territory is concerned shall be ratified and approved by the Board of Commissioners of the Port of New Orleans.

The required ratification and approval of the Port Commission was secured by resolution of said Board, adopted January 17, 1905, and contains the following provisions:

"The approval of this Board shall remain in force only as long as the Public Belt Railroad is exclusively operated, managed and controlled by the Public Belt Rairoad Commission, and that no rights or privileges are granted to any railroad company to control, manage and operate on said track."

A similar ratification and approval given by the Board of Levee Commissioners contains this provision:

"The approval of the use of space or reservation, wherever the said space or reservation is within the jurisdiction of the Board of Commissioners, Orleans Levee District, is under the following terms, stipulations and reservations: That this approval shall

remain in force and have effect only as long as the Public Belt Railroad shall be exclusively operated, managed and controlled by the Belt Railroad Commission, and that the management and control of the Belt Railroad shall be separate and distinct from that of any railroad entering the City of New Orleans, and no employee, director or officer of any State or Interstate Railroad shall be employed by or allowed to act as director, commissioner or manager of the Public Belt Railroad, and that no rights or privileges are granted to any railroad company to control, manage and operate on said tracks, and that all said tracks shall be and remain the sole property of the City of New Orleans at all times and under all circumstances."

In face of the legislation passed in the interests of this great public utility, in November, 1905, under an ordinance passed in February, 1903, the Louisiana Railway & Navigation Company attempted to assert certain alleged rights and privileges on the Public Belt tracks and on the Public Belt reservation on Leake Avenue, as the successors of the Frisco Railroad, to said privileges, notwithstanding the fact that the Frisco Railroad were estopped from exercising said privileges by decree of the Supreme Court, and the further fact that the said company were silent witnesses to the passage of the Public Belt ordinance and all subsequent legislation, and the actual physical construction of the Belt had begun.

The Louisiana Railway & Navigation Company undertook to break ground for the building of the Public Belt tracks in the upper section of Leak Avenue, and, upon their refusal to desist in the work, Mayor Martin Behrman was appealed to, with the result that the forces of the Louisiana Railway & Navigation Company were arrested by the city's police force and properly charged before the courts.

Mayor Behrman, as president of the Commission, then promptly filed suit in the Civil District Court to restrain the Louisiana Railway & Navigation Company from attempting to build any portion of the Belt track or to operate over said tracks. Injunction issued in due course and was properly served. There was no attempt to dissolve the injunction, but a petition was filed in September, 1906, praying for a judicial sequestration of the Public Belt reservation from Audubon Park to Henderson Street. The application was denied and no appeal was taken. The suit was finally tried on the merits and judgment rendered by Judge E. K. Skinner, of the Civil District Court, perpetuating the injunction (September, 1909). Appeal was taken, and the Louisiana Supreme Court sustained the city, and the litigation was thus ended.

The charge for switching is now $2.00 per car (flat) per movement, which movement includes both the delivery of the loaded car and the return of the empty, or vice versa. The flat charge of $2.00 per car is by comparison low for the service rendered, but even on this charge the revenues have covered all the expenses of operation and maintenance and provided annual surplus more than ample to pay the interest on outstanding indebtedness.

PROPERTY OF THE PUBLIC BELT RAILROAD OCTOBER 1, 1916.

	Miles.
Trackage:	
Main Line	24.95
Cotton Warehouse Terminal	12.88
Switches, Wharf Tracks, Interchanges and Team Tracks and Yard Tracks	20.21
Total	58.04

EQUIPMENT—SWITCHING LOCOMOTIVES.

9 60-Ton Baldwin Type.
4 65-Ton Baldwin Type.

Total, 13

The total cost of the road and equipment to December 31st, 1916, amounted to $1,262,351.20.

The Public Belt Railroad serves eleven public delivery tracks and has connected with seventy industries, manufactories and warehouses.

At the present time the operations of the Public Belt Railroad are confined to the active commercial river front, to industries in contiguous territory and to the extension recently made to the rear of the city. Ultimately the entire city will be belted, bringing the outlying districts into close touch with the shipping facilities. The opening of a large tract of isolated property to belt service will be a stimulating influence for the establishment of factories.

The Public Belt Railroad assumes the obligation of a common carrier, operating under appropriate traffic rules and regulations. It is an associate member of the American Railway Association and a member of the Per Diem Rules Agreement, Master Car Builders' Association and Freight Claim Agents' Association.

As a member of the Per Diem Rules Agreement it pays the owners of each and every car handled the current per diem rate for every day such car or cars are detained on the rails of the Public Belt Railroad. In this agreement there are nearly five hundred railroads, operating in the United States, Canada and Mexico. As against the payment of per diem charges, the Public Belt Railroad is allowed an arbitrary reclaim of five days by the delivering line at the same per diem rate.

The Public Belt Railroad operates under uniform demurrage rules, which allow the shipper or consignee forty-eight hours' free time in which to release a car, and provides for a charge of $1.00 per day for detention in excess of the time allowance. The purpose of the rule is to enforce expedition in loading and unloading.

The Public Belt Railroad has connection with all railroads entering New Orleans, giving prompt service and making accessible to the trunk lines the wonderful natural facilities of New Orleans, and offers the same advantages to other trunk lines which may desire to enter the city. It is generally conceded that the service is cheaper than the trunk lines could perform for their own account.

The switching service of the Public Belt Railroad is free to all users of the Belt in that the railroads absorb the switching charge on all competitive business, which, it is safe to say, exceeds 90 per cent of all of the business handled over the Public Belt Railroad. The operation of the Public Belt Railroad as a public function is satisfactory to the commercial and industrial interests of the city the people generally, and especially the railroads.

RECORD OF CARS HANDLED.

Year ending December 31, 1909, loads and empties	82,085
Year ending December 31, 1910, loads and empties	114,173
Year ending December 31, 1911, loads and empties	144,731
Year ending December 31, 1912, loads and empties	162,540
Year ending December 31, 1913, loads and empties	176,920
Year ending December 31, 1914, loads and empties	196,937
Year ending December 31, 1915, loads and empties	247,101
Year ending December 31, 1916, loads and empties	231,920

The success which has attended the Belt Railroad enterprise warrants the expectation that its service will be greatly extended, but no matter how great may be its future development the skill with which the project was handled and the success which attended the labors of the Behrman Administration in its behalf will never be forgotten.

W. H. ROBIN, M. D.,
President of City Board of Health.

New Orleans Healthier Than Ever Before in Its History

The year 1916 chronicled a death rate of 18.11 per thousand of population, the lowest death rate on record. If we exclude nonresident deaths and those of colored persons, the figures would be 12.53 per thousand, a death rate which will compare favorably with the death rate of large cities elsewhere.

The City Administration during the past twelve years has materially assisted in the lowering of the death rate by enacting, whenever necessary, practical and far-reaching sanitary ordinances based on scientific lines, thereby enabling the Health Department to more effectively protect the public health. Through the agency of two of these ordinances, the Anti-Mosquito and the Ratproofing Ordinances, yellow fever and plague have been successfully eradicated. In all probability neither of them will ever again obtain a foothold in our city; and it is an absolute certainty that another epidemic from either will never occur in New Orleans in the future.

Regulations by city ordinances, providing for the cleanliness, wholesomeness and purity of our foodstuffs, have in a great measure improved our vitality, insuring greater immunity to disease and lessening sickness. With an unlimited supply of pure, wholesome water, the public drainage and sewerage systems have also contributed largely in the same direction.

It is reasonable to expect further improvement in public health, as the good already shown is but the beginning; and as we move onward, still lower death rates will continue to reflect the result of our well-directed sanitary regulations. The time is not far distant when New Orleans will be heralded as a health resort. Our death rate from communicable and contagious diseases is exceedingly low. The percentage of improvement in this respect is shown by the following table:

DEATH RATE PER 1000 OF POPULATION.

	Scarlatina	Diphtheria	Typhoid	Smallpox	Measles	Poliomyelitis	Whooping Cough	P. S. Menengitis	Tuberculosis	Plague
1904	.006	.138	.341	*	.101	*	.037	*	3.449	*
1905	.024	.126	.303	.180	*	*	.102	*	3.183	*
1906	.041	.135	.278	.235	.012	*	.059	*	2.877	*
1907	.011	.105	.510	.028	.202	*	.145	*	2.997	*
1908	.069	.132	.298	.025	.039	*	.083	*	2.649	*
1909	.166	.067	.257	*	.005	*	.045	*	2.187	*
1910	.075	.102	.287	.005	.193	*	.045	.008	2.611	*
1911	.011	.067	.284	.005	.107	*	.300	*	2.204	*
1912	.027	.155	.131	*	.005	.003	.021	.121	2.507	*
1913	.005	.300	.161	.005	.096	*	.032	.126	2.448	*
1914	.005	.300	.209	*	.021	.003	.045	.051	2.887	.027
1915	.005	.294	.209	.013	.007	*	.050	.026	2.939	*
1916	.002	.098	.230	.010	.032	.005	.032	.026	2.870	*

* No deaths.

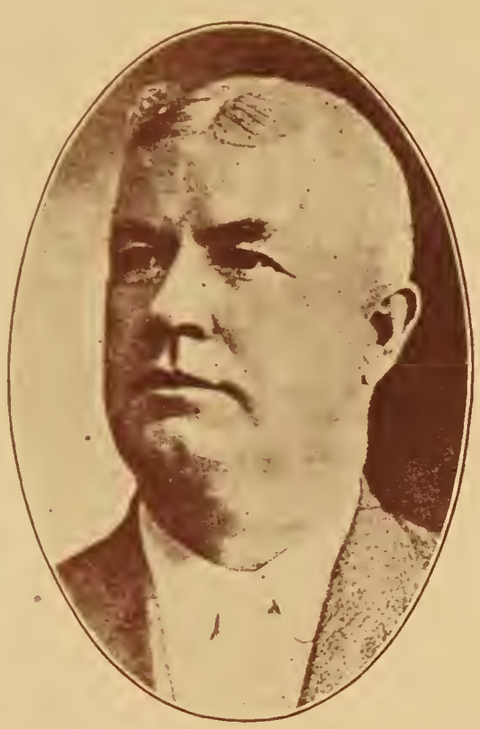
It is very gratifying to announce that the general health conditions for several years past show that a larger percentage of our residents dies at an older age, as will be observed in the following table:

DEATHS BY AGES.

	From 70 to 80				From 80 to 90				From 90 to 100				100 and up			
	White		Col.		White		Col.		White		Col.		White		Col.	
	M.	F.	M.	F.	M.	F.	M.	F.	M.	F.	M.	F.	M.	F.	M.	F.
1904	188	218	81	80	61	99	23	27	9	18	6	19	1	..	6	5
1905	185	267	70	86	57	112	18	37	8	18	8	21	1	..	5	11
1906	191	266	67	96	59	102	34	28	9	13	12	14	..	..	4	10
1907	211	251	75	104	71	125	23	31	3	20	5	11	..	2	3	5
1908	208	237	76	99	59	124	28	31	7	21	3	16	..	1	2	5
1909	217	238	59	68	73	119	25	33	7	20	....	14	..	..	5	5
1910	241	234	63	92	75	139	20	46	7	24	10	10	..	3	1	4
1911	195	254	85	75	80	112	27	31	2	22	2	9	1	1	3	8
1912	251	266	79	82	71	160	28	30	11	17	4	17	1	1	2	6
1913	214	235	50	84	92	130	23	28	5	16	6	7	.	1	2	3
1914	209	291	84	84	92	160	24	37	8	20	10	19	1	.	1	2
1915	268	298	93	99	82	166	26	49	13	31	10	15	2	1	1	3
1916	218	246	74	93	80	112	13	41	5	23	7	8	..	2	1	3

It is expected the mortality from communicable diseases will be considerably lower when the Municipal Hospital, erected and equipped with the most perfect safeguards, comforts and conveniences known to modern science, opens its doors for the care and treatment of all contagious diseases. At present only smallpox patients are admitted. One hundred and thirty-five cases of smallpox have been admitted since December 21st, 1916, with 100 per cent of recoveries thus far.

The care and prevention of communicable diseases is chargeable directly to the Health Department, and the good results obtained by it in controlling them are attribu-



W. T. O'REILLY,

(Deceased)

Late President of City Board of Health.

table, in a large degree, to the prompt and efficient co-operation of the medical profession, the medical department of the School Board, the United States Public Health Service and the tendency of the public in general to show their appreciation of improved health and sanitation.

PERCENTAGE OF DEATHS FROM OLD AGE.

Year.	Total Deaths.	Deaths 70 Years and Upwards.	Percentage.
1904	6,819	841	12
1905	7,329	900	12
1906	6,819	905	13
1907	7,633	940	12
1908	7,345	917	12
1909	6,770	880	13
1910	7,250	969	13
1911	7,055	907	12
1912	7,054	1,026	14
1913	7,088	896	11
1914	7,417	1,042	14
1915	7,752	1,177	15
1916	6,847	926	13

West End Lake Shore Park

The General Assembly of Louisiana by Act No. 30 of 1871 authorized the Mississippi and Mexican Gulf Ship Canal Company, a corporation then existing and domiciled in New Orleans, to excavate drainage canals and build protection levees within the limits of the Parish of Orleans. As part of this scheme of drainage and protection, the company was empowered to dig a canal and with the excavated earth to build outside of the canal a protection levee in the rear of New Orleans and near the shore of Lake Pontchartrain; the exact location of the canal and levee to be designated by the Board of City Administrators of the City of New Orleans.

During the year 1873 W. H. Bell, then City Surveyor, prepared for the Board of Administrators a plan, subsequently approved by said Board, to govern the carrying cut of this project. This plan extended from the Seventeenth Street Canal to the Peoples Avenue Canal, a length of approximately four and one-half miles. This plan proposed the construction of an earthen embankment to be located approximately eight hundred feet out in the lake bed beyond the then existing shore line. At the rear of this embankment would be created a deep water basin for harboring the water craft and at the same time provide a low area basin for the drainage of the City of New Orleans. The project contemplated the construction of extensive docks with suitable switch tracks and connections with the trunk line railroads.

Locks were to be installed on the line of the embankment at the head of Bayou St. John and at the head of the New Basin Canal to provide for entrance and exit of water craft irrespective of difference between the lake and drainage basin elevations. Large pumping plants would be installed on the line of the embankment at the head of the Peoples Avenue, London Avenue, Orleans Avenue and the Seventeenth Street Drainage Canals for the purpose of maintaining a low enough elevation in the basin harbor to effect efficient drainage for the City of New Orleans.

The Mexican Gulf and Ship Canal Company very soon became involved in financial troubles. Subsequently on November 22nd, 1872, the company assigned all its property to Warner Van Norden, acknowledging an indebtedness in excess of $160,000.00 for moneys advanced. Van Norden proceeded with the enterprise to a greater or less extent until eventually the city, having been authorized to do so by Act 16 of 1876, concluded to purchase of Van Norden his plant and to undertake itself to do the work. To that end the then Mayor, by an Ordinance of May 26th, 1876, was empowered to enter into an agreement with the Ship Canal Company and Van Norden for the absolute sale, relinquishment and transfer of all their property, rights, privileges and franchises, and upon the execution of the agreement to draw upon the Public Administrator of Finance for $300,000.00 in drainage warrants in full settlement.

By an act of sale executed June 7th, 1876, the dredging plant, as well as the franchises, privileges, contracts and advantages of the company and Van Norden were transferred to the city in consideration of $300,000.00 of drainage warrants aforesaid.

The system of drainage devised under the Mexican Gulf and Ship Canal scheme was never carried into effect and the West End property, with its reservoir, basin or bay, does not now form a part of any drainage and levee system properly so called, although the embankment was partially constructed by the Mexican Gulf and Ship Canal Company and its assigns and subssquently completed by the City of New Orleans from the Seventeenth Street Canal to the New Basin Canal, a length of approximately 2,200 feet. This embankment was approximately 100 feet wide at its top, with an elevation approximately 8 feet above mean lake level.

In the year 1869 the State of Louisiana granted the right to the New Orleans and Metairie Railroad Company to extend its Canal Street car line to West End from its

then present terminus at the cemeteries. As a feeder for this extension, the New Orleans City and Lake Railroad Company, in 1880, leased from the City of New Orleans for a period of thirty years the section of earthen embankment referred to. This company then constructed a platform approximately 400 feet square over the waters of Lake Pontchartrain on the north side of the embankment and abutting the New Basin Canal. On this platform was erected a large frame hotel and restaurant building, together with other smaller buildings for the housing of various amusements; additionally, the embankment for its full length was improved and embellished by the construction of a shellroad on its inner side, rockeries, statuary, fountains and the planting of trees and plants of various kinds.

Thus was created the base of what is now known as "West End Lake Shore Park."

The lease referred to provided at the expiration thereof all the improvements that had been made by the railroad company were to revert to the City of New Orleans. Several years before the expiration of the lease the New Orleans Railway and Light Company, who had acquired the various properties of the New Orleans City and Lake Railroad Company, sought to renew the lease for a period of years, but the officials of the City of New Orleans realizing the great and growing possibilities to result from the improving of West End were unwilling to consider any proposition which would not embrace extensive improvements. Thereupon City Engineer W. J. Hardee prepared an elaborate plan of improvement, but the officials of the railroad company, while they approved this plan, could not agree with the officials of the City of New Orleans upon satisfactory terms for a new lease. Pending final disposition of the matter the New Orleans Railway and Light Company was permitted to continue to operate the city's West End property annually covering a period of about three years, in consideration of the company maintaining the property and all of its appurtenances in good order and condition.

During May of 1909 the New Orleans Railway and Light Company purchased the Spanish Fort property and proceeded to develop the same in order to provide a lake-shore amusement park which it would fully and entirely control. In connection therewith, however, transportation facilities had to be provided which could be most economically accomplished by extending the West End car line from West End along Adams Avenue to Spanish Fort. The company thereupon made application to the City Council for a franchise to cover this two miles extension of the road. Mayor Behrman realizing that the city was without the funds necessary to fully develop and improve West End, as outlined by the Hardee plan, and, further, that the developing and improving of Spanish Fort would seriously interfere with, and probably delay, the improving of West End, insisted with the officials of the New Orleans Railway and Light Company, in addition to the percentage of gross receipts fixed by the City Charter to be paid for the Spanish Fort extension of the West End Railroad franchise, that the New Orleans Railway and Light Company lend the City of New Orleans $175,000.00 in cash, to be paid into the City Treasury, from time to time as demand for its expenditure would occur, the said indebtedness to bear 5 per cent per annum interest until liquidated, and to be liquidated out of the gross earnings of West End Lake Shore Park. After some delay the New Orleans Railway and Light Company agreed to the proposition of Mayor Behrman, but to be legally protected it was necessary to secure passage of a legislative act authorizing the loan and fixing the rate of interest thereon and method of liquidation. This was done by Act No. 9 of the General Assembly of the State of Louisiana, Session of 1910.

Shortly after the act went into effect, the City of New Orleans commenced to develop and improve West End Lake Shore Park in general accordance with the plan prepared by City Engineer Hardee eight years previously.

The first work to do was to construct a sea wall, which had been located 500 feet out in the lake, north of the old earthen embankment, extending parallel thereto, from the west bank of the New Basin Canal for a distance of approximately 2,200 feet to a point abreast of the east bank of the Seventeenth Street Canal, continuing with a wing wall, and therefrom to the earthen embankment, thus forming an inclosure, which, coupled with the surface of the old earthen embankment, embraced an area amounting to approximately thirty acres.

The construction of this sea wall was commenced during October of 1910 and completed during July of 1912, at a cost of $68,255.34.

When the sea wall was nearing completion a contract was awarded to the Home Dredging Company for the filling in, by hydraulic dredge, with earth taken from the bed of the lake some three or four hundred feet in front of the wall, of the area between the wall and the earthen embankment. This filling approximated 420,000 cubic yards and cost $45,152.00.

During the early part of 1914 the aforesaid filling had sufficiently dried out to permit the construction of shell driveways and footwalks, as well as the installing of subsurface drains, water service, etc., throughout the park, and a contract for this work was awarded to Mr. Jones S. Irvine, and completed on November 8th, 1914, at a cost of $62,310.55.

Subsequently the four main roadways encircling the front and rear of the park,

FOUNTAIN.
Installed by W. A. Dilzell.

and the two ends, were oiled, and are now as fine roadways, both for appearance and comfort, as are to be found anywhere in the United States.

The Hardee plan contemplated that the various amusement devices would be located in the main park abreast of the south side roadway, but the West End Lake Shore Park Advisory Board, which had been created at the instance of Mayor Behrman, concluded that it would be inadvisable because of the limited area of the park with reference to future development, to utilize any part of the park for such purpose, and it was, therefore, decided to fill in the lagoon, or bay, at the rear of the park and create an area approximately 500 feet square at the west end, or Seventeenth Street Canal, end of the park to be occupied by the various amusement concessions, so as to maintain the main park open and free of obstructions of whatsover kind.

This area has been created, and, in accordance with the plan prepared by City Engineer Hardee, has been graded, drained and sewered and various driveways and footwalks have been constructed thereon.

It was decided to erect the largest prismatic fountain in the world, to be located at the center of the main park, which has been done at any expense of approximately $24,000.00.

Incidentally the main park has been embellished by a contract awarded to the Metairie Ridge Nursery Company, Ltd., with the planting of various kinds of trees, shrubs and plants, all of which are now growing in a healthful condition, at a cost of approximately $9,000.00.

Furthermore, two commodious and ornamental public comfort stations, one for males and the other for females, have been constructed at the west end of the park, and, additionally, six shelter stands, for the convenience and protection of the public in all stages of weather, have been constructed at intervals along the rear of the front side roadway.

The New Orleans Railway & Light Company, as a part of the lighting system of the City of New Orleans and its parks, has installed and is operating a very complete illumination system by means of ornamental iron posts with single lights, controlled and operated by means of conduits and underground service.

All the foregoing improvements have been completed at an expenditure of the $175,000 borrowed from the New Orleans Railway & Light Company, as hereinbefore mentioned, and, additionally, approximately $177,000 has been expended out of the reserve funds of the City of New Orleans, dedicated by the City Charter for works of public improvement, making a total expenditure for the creation and development of the park up to this time of $352,000.

The West End Lake Shore Park Advisory Board and Mayor Behrman have now under consideration several propositions looking to the leasing for a period of years of the concession area above described, which will not only result in the making of West End Lake Shore Park the most beautiful and attractive park in the South, but at the same time afford sufficient revenue from the said lease to operate the place without expense to the city.

PUBLIC TREE PLANTING.

Some twelve years ago a number of men and women organized the New Orreans Tree Society. For many years it had been plain to observant persons that little had been done to beautify the streets and avenues and to add to the comfort of the people by planting trees. Following an old custom, each property holder, if he cared for trees, planted such varieties as he thought proper in front of his house, and it is possible to see to-day in a single block oak trees, spaced ten or twelve feet apart, chinaberry trees, palms, Spanish daggers or any other variety that the taste, or rather the lack of taste, of the householder might dictate.

The Tree Society felt that with the wealth that Louisiana possessed in the way of suitable trees New Crleans could be made a much more beautiful city, and efforts were made by the society to educate the public in this important matter.

When the eminent Dr. Joseph Holt became President of the Tree Society, he immediately pointed out that New Orleans could never be made what it ought to be unless the city government should assume control of all sidewalks and neutral grounds and place the work of systematic tree planting in the hands of a single commission. When the matter was laid before Mayor Behrman, he instantly gave it his cordial endorsement, and in a short time the Parking Commission of New Orleans was created, composed of the following gentlemen appointed by him:

Dr. Joseph Holt, President; Major Allison Owen, Gus Oertling, W. H. Douglas, J. C. Mathews.

Immediately upon the organization of the Commission, a careful study was made of the whole subject of beautifying the city by the planting of trees, and in a very clear and definite way the Commission adopted certain fundamental principles without which the work could not succeed. The first and most important of these principles was that promiscuous planting by the citizens could not be permitted, and, second, that each street must be studied with a view of planting the type of tree best suited to that street. It was manifest, for instance, that oak trees would not do on fifty-foot streets and that ligustrums were not suited to the wider streets. It was the purpose of the Commission to plant trees primarily for giving shade, and because, in the opinion of most persons, large shade trees are the most beautiful of all, the increased beauty of the city would be assured at the same time.

During the last few years the planting of palms in New Orleans has been done on an extensive scale. Now, while these palms are beautiful and add much to the attractiveness of New Orleans, they are, of course, purely ornamental and in no sense shade trees. Then, too, the palms will not withstand the severe cold weather from which New Orleans suffers every few years, and when such cold waves appear large numbers are killed. If, therefore, the sidewalks were to be generally planted with palms a temperature of fifteen degrees would be very disastrous. The Parking Commission, considering these facts, decided that palms should be confined mainly to the parks, public squares and to a comparatively few sidewalks, reserving most of the sidewalks for the planting of shade trees only.

It was realized at the beginning of the work that it would be utterly impossible to obtain from the neighboring woods trees of uniform size and quality, and so, in a truly scientific way, the Commission determined upon the establishment of a tree nursery. This nursery has been in existence some six or seven years, during which time, under the able superintendence of the late Edward Baker, fully 50,000 trees have been raised from seeds and seedlings. As an example of the scientific way in which this work was done, Mr. Baker gathered in Audubon Park, from two of the finest middle-aged oak trees, the acorns from which his oak trees were to grow. Each acorn was carefully examined for defects and none but the perfect ones were planted. Starting thus with perfect seeds and planted in virgin soil, the young oaks, following the well-known laws of botany, grew rapidly and vigorously, and it is certain that these young oaks as they are transferred to the public sidewalks will grow with unusual rapidity, because of the fact that they inherit the vigor of the parent tree and were cultivated under the most healthful and scientific surroundings.

In like manner trees of other varieties were planted, and whenever any signs of inferiority showed among the saplings they were immediately dug up and thrown aside, because, as Mr. Baker himself expressed it, it did not pay to plant inferior stock, and only disappointment would result.

CITY'S FINANCES

Of the many problems which this administration has been called upon to solve none equalled in importance or was fraught with the complex difficulties such as were those attending the readjustment of the city's fisc by the refinancing of all outstanding short-term certificates and the retirement of the city's entire floating debt, the plan for which was, after several conferences with Mayor Behrman, initiated and completed by Commissioner Lafaye of the Department of Public Property. Mr. Lafaye subsequently participated in the drafting of such legislation as was deemed necessary to put the plan into operation.

In New Orleans, as in all other large cities of the first class, the recent demand for public improvements of all descriptions, and even for aesthetic developments, has exceeded by far in point of cost the revenues available for such purposes.

Under the city's charter and according to the provisions of the State Constitution, New Orleans was required to reserve and set aside out of its general revenues for work of permanent public improvements $400,000 per annum. This amount was undoubtedly sufficient for this purpose at the time of the enactment of this legislation, but proved to be woefully insufficient within the last eight or ten years. In order to comply to a greater extent with the clamor for public improvements of all kinds, and particularly street paving, the city administration in the year 1908 appealed to the State Legislature for the privilege of anticipating for a period of ten years this $400,000 reserve fund. The Legislature granted this request, and for a period of two years, from 1908 to 1910, the local authorities attempted to comply with the demands made by the citizens for such improvements as the building of new schools, engine houses, street paving, etc., but by the latter part of 1910 there had already been expended out of the ten years reserve funds $3,439,000, almost the entire amount authorized, and, regardless of this considerable expenditure there had accumulated paving petitions representing in cost for the city's proportion over $2,000,000. In a further effort to satisfy the demand for public improvements, the State Legislature was again appealed to, and this time the request was for permission to anticipate the future revenues for five years additional, making a total of fifteen years. The Legislature granted this second request.

As a result of this method of financing the city accumulated a debt of approximately $6,000,000 bearing 5 per cent per annum interest, and the demand for public improvements continued to increase. It, therefore, became clearly evident that some other means of financing the cost of public improvements must be devised.

In analyzing the expenditure of these reserve funds with a view of determining on some future of financiering it was ascertained that of the total expenditures 69 per cent represented the cost of street paving, and by compiling statistics we learned that according to the existing paving law the division of the cost of street paving as between the benefited property owner and the general fund of the city the proportion paid by the city was 79 per cent of the entire cost, whilst the property owner only paid the remaining 21 per cent.

By comparison with other cities of the first class of the division of the cost of such work it was found that the provisions of the old paving law under which the municipality was operating placed too large a proportion of this cost on the city. This investigation clearly demonstrated the necessity for correction in the paving laws. After a complete and comprehensive study of this subject the new paving law was confected, and aside from correcting numerous objections and diflculties existing in the old law, it provided a redistribution of cost which, in practice, has demonstrated the proportion to be assessable—approximately 80 per cent against the property owner and 20 per cent to the city. Thus it is the city can now execute contracts for $1,000,000 worth of paving by paying approximately $200,000 from the general revenues, whereas the same amount of work under the old law would have drained our general revenues to the extent of $790,000.

Since the enactment of this law the aggregate of the annual paving contracts has exceeded $1,000,000, and general fund expenditures have been well within the revenues, and, according to present plans, we expect—in fact, it is the city's intention to complete—a paved system of connecting boulevards and prominent thoroughfares, as well as the paving of the entire commercial area, representing an expenditure within the next four or five years of from $6,000,000 to $7,000,000.

With the solution of the method of financing the paving cost and the resultant confining of the annual expenditures within the limits of the city's revenues, the first and most important step towards the refinancing of the city had been accomplished. The next step required the funding of the $6,000,000 outstanding short term certificates, as well as a floating debt of the city government and the School Board, amounting to $3,000,000, which debt developed from the deficts in revenues as against expenditures of both administratives bodies over a period approximately eight to ten years. By means of economies in expenditure and reduction in public improvements other than street paving, the administration succeeded in confecting a plan authorizing the issuance of $9,000,000 of serial bonds. The fact, however, that these bonds were authorized and sold and the floating debt liquidated does not constitute the important accomplishment of this refinancing plan.

In addition to the aforementioned results care was taken in the drafting of this constitutional amendment to delegate to the citizens, taxpayers and governing authorities of the City of New Orleans absolute "Home Rule" in the administration of its financial affairs. The bonds hereinabove referred to, issued under the provisions and authority of this amendment, represent the first issue of what is to be ultimately the parent bond plan of this city. As the various types of bonds other "than this recent issue" mature, they are to be liquidated and retired, and if revenues and extensions are necessary they are to be replaced by issues under this new plan.

In drafting the new plan authorizing additional issues in the future when conditions warranted or required such issues, every precaution was taken to simplify the method of procedure, and at the same time to place the right of final decision in such matters in the hands of the taxpayers. The plan simply requires in the issuance of additional bonds that the Council, by ordinance, authorize the issue and demonstrate the ability of the city's fisc to pay interest on and retire the issue serially. After the passage of the ordinance, it is referred to the Board of Liquidation of the City Debt for approval, and then referred to a vote of the taxpayers of the City of New Orleans only, and not to the voters of the State of Louisiana, as was the case formerly with all bond issues of this city, for approval or rejection. With the entire bond issue well provided for in the payment of interest and liquidation of principal, and the expenses of municipal operation maintained well within the revenues, the City of New Crleans is now in excellent position to care for the potential development destined for it.

THE NEW SYSTEM OF ACCOUNTING.

So many excellent improvements have been made during the regime of Mayor Martin Behrman it is a difficult matter to decide where to start or where to end, so much good has been accomplished.

One of the most important achievements was at the Mayor's instigation. Mr. Charles E. Wermuth, the eminent, scientific expert accountant, was called in for consultation.

Going thoroughly into detail as to the necessity of a comprehensive and exemplified method of accounting, after careful study, Mr. Wermuth succeeded in devising a

system which was easy to understand and so complete and unique that other municipalities throughout the United States have copied it for their own use as being the most practical system used by any city or state government, and many commercial houses.

It absolutely prevents carelessness on the part of employees, and positively prevents those glaring irregularities which have unfortunately occurred in previous administration.

This system is such that the Commission Government can at very short notice know what its exact financial standing is.

BUILDING PERMITS ISSUED—CHARACTER OF BUILDINGS, ETC.

Captain Hardee, head of the City Engineers' Department, reports the total number of building permits issued annually for the years 1901, 1902, 1903, 1904, 1913, 1914, 1915 and 1916, as follows, including the style and character of buildings erected:

1. The total number of building permits issued annually for the years 1901, 1902, 1903, 1904, 1913, 1914, 1915 and 1916 are as follows:

Year.	No. of Permits.	Construction.	Repairs.
1901	1,794	$2,105,657.00	$113,616.00
1902	1,835	2,080,260.00	122,405.00
1903	1,864	2,943,119.00	81,985.00
1904	1,887	3,272,251.00	64,267.00
Total	7,380	$10,401,087.00	$382,273.00
1913	1,857	$3,893,296.00	$184,535.00
1914	1,638	2,745,031.00	203,720.00
1915	1,352	2,693,495.00	136,011.00
1916	1,011	2,926,449.00	191,155.00
Total	5,858	$12,258,271.00	$715,421.00

2. Up to December, 1904, there were 37 engine houses, 7 of which were of modern type; at the expiration of the year 1916 we find 53 engine houses, of which 25 could be classed as modern. Between the years 1904 and 1916 there were erected 25 engine houses, at a total cost of $341,376.17; of this number 8 replaced existing buildings, which were considered obsolete, or storm-wrecked, thereby showing a net gain of 16 new structures during the above period.

3. There were in existence at the end of 1904, 70 public school buildings, 14 of these could be classed as modern, these having been erected subsequent to 1898. At the end of 1916 there were listed 86 school buildings, a total of 31 having been erected since 1904, and at a cost of $2,391,000.00. The purchase of many of the sites is included in the above amount. Of the thirty-one school buildings, 3 were for high school purposes, viz.: Sophie B. Wright Girls' High School, Esplanade Avenue Girls' High School and the Warren Easton Boys' High School. There was also erected 1 trade school, known as the Francis T. Nicholls Industrial School. Sixteen of the 31 schools replaced buildings which were considered obsolete.

4. At the end of 1904 there existed 23 public markets, none of which could be classed as modern. At the end of 1916 there was listed a total of 23 markets, 9 of which are of modern type. The above referred to markets were constructed between the years 1904 and 1916 at a total cost of $185,135.24.

STREET PAVING.

At the end of the year 1904 there were 29.08 miles of modern street pavements in the City of New Orleans; at the end of the year 1916 there were 182.25 miles of such pavements, so that from the year 1904 to 1916 153.17 miles of streets were paved by the city and abutting property owners at a cost of (including subsurface drains) $9,249,486.17.

In addition to the foregoing the Illinois Central Railroad Company during the year 1909-1910 paved 2.61 miles of streets in connection with their new terminals in the rear of the Third Ward; during the year 1912-1913 the Trans-Mississippi Terminal Company paved 2.26 miles of street in connection with their new terminals on the river front in the vicinity of Race Street, and during the year 1914 the Louisville & Nashville Railroad Company paved 0.92 of a mile of streets in connection with their new terminals on the river front in the vicinity of Poydras Street.

NAVIGATION CANAL BRIDGES.

During the year 1910 a bascule lift bridge was constructed over Bayou St. John on the axis of Esplanade Avenue, to replace the then existing swing bridge, at a total cost of $53,669.57, of which the New Orleans Railway & Light Company contributed one-half.

The old bridge was re-erected over Bayou St. John abreast of Southern Park, to replace a then existing foot bridge, at a cost of $31,478.39; in 1913 a lift bridge was constructed over the Carondelet Walk Canal on the axis of Hagan Avenue, to replace a then existing swing bridge, at a cost of $23,009.22; in 1914 a lift bridge was constructed over the New Basin Canal on the axis of City Park Avenue, to replace the then existing swing bridge, at a cost of $49,489.66, of which the New Orleans Railway & Light Company contributed one-half the cost; in 1914 a lift bridge was erected over the New Basin Canal on the axis of Lake Street, at a cost of $42,035.57; in 1915 a lift bridge was constructed over the entrance to the Southern Yacht Club Pen, at a cost of $28,535.28, and in the same year another lift bridge was constructed over the Carondelet Walk Canal on the axis of Broad Street, to replace the then existing swing bridge, at a cost of $30,724.72.

DEPARTMENT OF LABOR.

New Orleans, the maritime metropolis of the South, was selected by the United States Division of Information, Department of Labor, as the most convenient city in Labor Zone No. 7 for a central distribution branch.

The condition under which this Federal office was to be established was predicated on the co-operation of the civil authorities in the maintenance of suitable quarters and clerical assistance and the amalgamation of all eleemosynary organizations, both State and Municipal. At a conference with Mayor Behrman and presidents of the numerous societies, an agreement was entered into whereby the Federated Employment Clearing House was created and became a fixture in the City Hall, under the supervision of Hans A. M. Jacobsen, a well-known labor leader, as inspector in charge, receiving an annual salary commensurate with the importance of the service.

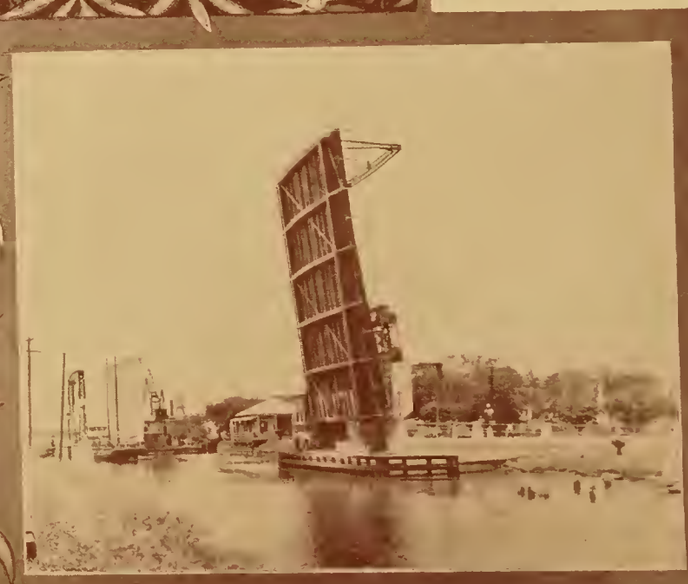
Mayor Martin Behrman realizing the no less important merits of a free employment agency demonstrated his interest in a most substantial manner by obtaining the immediate consent of the Council Commission to provide commodious room space in the basement of the City Hall, with all modern conveniences, including a salaried stenographer, whose duties should be entirely devoted to the work and upbuilding of the service. Later, through the instrumentality of Mayor Behrman, the Divison of Information added an experienced junior clerk, in the person of Mrs. Clivia Blanchard, at a liberal salary, to take charge of the Women's and Girls' Department. This addition to the force was occasioned by the demand of the householders for domestic help and the large number of female applicants for clerical and household work.

That the interest displayed by the Mayor in the unemployed of New Orleans and vicinity is illustrated daily by the popularity of this "Central Office." Since the establishment of the Federated Employment Clearing House in its headquarters, July 12, 1916, covering a period of six months, hundreds of idle persons have been directed and actually placed in remunerative positions through its agency.

SOUTHERN YACHT CLUB
PEN BRIDGE — CLOSED.

BRIDGE AT CITY PARK AVE.
AND NEW BASIN — CLOSED.

SOUTHERN YACHT CLUB
PEN BRIDGE — OPEN.



BRIDGE AT CITY PARK AVE
AND NEW BASIN — OPEN.

New Orleans' Public Schools

STRUGGLING AGAINST almost insuperable obstacles, Mayor Behrman and the School Board of New Orleans have placed the public school system of the city in the foremost position. This has been in spite of insufficient funds and the fact that the directors of the schools have had numerous prejudices to break down against the installation of modern methods. Yet, year after year, the standard of the public school system has steadily advanced until it is now rated as among the best in the country, and one which affords protection for the students, as well as giving the benefits of the most approved courses of educational training. The physical well-being of the child is looked after, as well as his mental, and through the munificence of the late Isaac Delgado, millionaire sugar planter and refiner, a sum of $1,000,000 is to be provided for the construction of a modern industrial and vocational school, where manual training is to be provided for boys and girls. Already the public schools afford training in domestic science for young women, and the wants of the youths are now to be looked out for. In addition, the boys and girls are given gymnastic and calesthenic training under competent directors, and an organization known as the Public School Athletic League has been formed which has done great things for the promotion of clean and honest sport and athletic games. It has also accomplished much in the betterment of the citizenship of New Orleans by giving the future men and women of the city not only stronger and more serviceable bodies but higher ideals and more lofty principles of conduct.

J. M. GWINN,
Superintendent.

The enrollment of the public schools of New Orleans is now close to the 60,000 mark, including the enrollments for both the day and night schools. The school attendance has gone far ahead of the increase in population of the city; for in the ten-year period of 1905-06 to 1915-16 the enrollment in the public schools increased from 31,972 to 51,491, or a gain of 19,519 in ten years, the equivalent of 61 per cent. This is probably three times the rate of increase of the entire population of the city, and speaks volumes for the public's appreciation of the educational facilities which are being given New Orleans children. In calculating these percentages the statisticians of the School Board were gratified to find that among the highest percentage of increase in enrollment was the kindergarten grades, these having increased from 1,353 to 3,175 in the ten-year period, or 135 per cent. The percentage of increase in the elementary grades was 43.4; in the High School, 141.8; Normal School, 75.6, and the average daily attendance, 51.6 per cent. School, 75.6, and the average of daily attendance, 51.6 per cent.

The increase in attendance of the night schools during the ten-year period was phenomenal, amounting to 836.9 per cent, the students having increased during this time from an enrollment of 404 to an enrollment of 3,785. Another encouraging feature shown was the evident desire of parents to have their children enjoy the advantages of higher education, as was seen in the increased percentage of 141.8 in the ten-year enrollment at the high schools. The number of colored children enrolled, according to the last report of Superintendent J. M. Gwinn, was 4,278 boys and 5,378 girls, a total of 9,656. This is almost 50 per cent of the available colored children of school age, which is placed at 7,151, or 74.1 per cent, and is rated as one of the highest in the country. The total enrollment last session was 2,511 greater than during any previous year, and it is expected that the sessions of 1917-18 will go correspondingly higher, since the increase in the population of New Orleans during the past year has been rated as fully 5,000 new residents.

The expenditures for the public school educational purposes last session amounted to $1,260,117.80. This is the sum distributed on the basis of total enrollment of day and night schools as 51,491, gives the annual cost for each child as $24.45. On the basis of average attendance of 39,517, it shows that the annual cost of schooling a child in New Orleans is $31.89. The total expenditures purchased 6,504,886 actual days of schooling, at a cost of 19.2 cents per day for each child in attendance. A small-sized army of teachers and supervisors are in the employ of the School Directors for the carrying on of the public school work. Last season there were 1,407 teachers and supervisors, of whom 1,306 were in the day schools and 101 in the evening schools. Classified according to sex, there are 72 males and 1,234 females in day schools, and 36 males and 65 females in the evening schools. According to color, there are 1,132 white and 174 colored employed in the day, and 101 white in the evening schools. Classified according to their work, there are in the day schools 77 engaged in supervising, as follows: Three superintendents and

BEAUREGARD SCHOOL.

ROBERT C. DAVEY SCHOOL.

assistants, 3 supervisors of physical training, 4 supervisors of drawing, 4 supervisors of music, 57 white supervising principals, and 6 colored supervising principals. In addition to these supervisors, 2 members of the Normal School faculty devote most of their time to supervision of kindergarten and primary grade work; the Division of Hygiene employs 4; the Division of Attendance 3; and in connection with the High, Normal and Industrial Schools and the Superintendent's Office there are 8 secretaries and stenographers employed; in teaching there are employed in the day schools 1,214, including 9 teaching white principals, 8 teaching colored principals, 14 teachers in the Normal, 112 teachers in the High Schools, 17 teachers in the Nicholls Industrial School, 7 teachers of manual training in the elementary schools and 10 teachers of cooking and sewing in these schools; 786 white teachers in the elementary grades, 88 in kindergarten, 2 teachers of deaf mutes and 1 of defective schildren and 160 colored teachers in the elementary grades. In the evening schools there are 7 supervising principals and 2 teachers in the elementary schools. All but 9 of those employed in the evening schools are also employed in the day schools, so that the total different individuals employed in instruction and supervision is 1,315.

The following are heads of the school system:

Department of Superintendence—Joseph Marr Gwinn, Superintendent; Nicholas Bauer, First Assistant Superintendent; Paul B. Habans, Assistant Superintendent. Division of Educational Research—David Spence Hill, Director. Division of Hygiene—Edmund Moss, M. D., Medical Director. Division of Attendance—Edward Hynes, Attendance Officer. Division of Physical Training—John E. Lombard, Director. Division of Music—Mary Conway, Supervisor. Division of Drawing—Ida Barrow, Supervisor. Division of Domestic Art—Essie Marks, Acting Supervisor. Division of Domestic Science—Adele Stewart, Supervisor. Division of Manual Training—Sidney Crespo, Acting Supervisor. Department of Buildings and Grounds—Joseph M. Gore, Inspector of Buildings; Orris Davieson, Assistant Inspector. Department of Supplies—M. J. Dixon, Manager.

The history of the public school system of New Orleans is interwoven with the political and commercial annals of the city. From the earliest days of the statehood of Louisiana there was a school system in New Orleans, though the fabric was light and conditions made it almost impossible to give children the advantages to which they were entitled. Then came the philanthropy of the recluse banker, John McDonogh, who may be termed the father of the public school system of New Orleans. Through his munificence, thousands upon thousands of dollars were made available to the city for the erection of schools and other educational purposes. Some twenty-odd comfortable and well-equipped school buildings were erected, and until the ravages of the Civil War New Orleans was one of the foremost cities in the Union for educational facilities. Then came a period of chaos and destruction known as the carpet-bag regime, during which the public despoiler was abroad and the school system was so weakened that it became

FRANCIS T. NICHOLLS INDUSTRIAL SCHOOL.

CLASSES OF FRANCIS T. NICHOLLS INDUSTRIAL SCHOOL.

ESPLANADE HIGH SCHOOL.

necessary to reconstruct it entirely when the carpet-baggers were driven out and white supremacy was restored through the glorious victory of September 14, 1874, when the heroic citizens defeated the minions of the carpet-baggers and the Metropolitan Police. Then began the rennaissance of the New Orleans public school system. In the early days of this great work progress was slow, because of the lack of money with which to recompense teachers and the fact that numbers of private schools had been started, to which the best citizens were sending their children in preference to the public schools. Many buildings had to be rebuilt, and as new neighborhoods were created through the growth of the city new schools were necessary.

Nevertheless the people of New Orleans came to the rescue and determined to build up the public school system to a position of eminence. Co-operative organizations were formed in every school district and the interest of the public was thoroughly aroused. In this work the late Warren Easton, whose memory has been honored through the construction of the Warren Easton High School in Canal Street, took a leading part. Mr. Easton was the Superintendent of the Public Schools from October, 1888, until his death in 1910, and much of the progress of the early years of scholastic reconstruction was due to his energy. He was succeeded in November, 1910, by Professor J. M. Gwinn, a Missouri educator who had attained an enviable reputation as a schoolman through a career of some fifteen years of training, which was climaxed by his appointment as the Dean of the Academic Department of Tulane University. Mr. Gwinn's appointment was urged upon the school directors by many of the leading citizens of New Orleans and his endorsement by Mayor Behrman, the ex officio head of the School Board, received the hearty support of thousands. And the progress of the schools under Dr. Gwinn has been an ample demonstration of his ability along educational lines. Dr. Gwinn is a constructive genius as well as an able pedogogue, and he has succeeded in building up an organization which has made the public school system something which is of intense personal interest and pride to every householder of the Crescent City. He has done this by the adoption of the latest and most approved methods of school work. Social centers have been organized; school co-operative bodies of all sorts have been fostered; neighborhood gatherings of parents and children were encouraged. Teachers' organizations, principals' bodies for the study and discussion of improved methods of scholastic work, clubs and other kindred groups have been formed, and all with the aim of vitalizing interest among the people themselves and showing them how necessary to the existence of the State is the adequate development of the public school system and its proper maintenance. Of these organizations the Public School Alliance is one of the most active. Much of the success of the recent campaigns of the Liberty Loan Bonds and for the $500,000 contribution to the Red Cross campaign made in a week was due to the solidarity of sentiment brought about by these school organizations. Groups of parents and patrons organized for the purpose of co-operating with several schools of the city have been of great assistance to principals and teachers in advancing the standards of the schools, and in contributing to the upbuilding of a vigorous school spirit. These clubs have interested themselves in many activities, including endeavors to secure enlarged school grounds and additional buildings, furnishing equipment for the various athletic teams, increasing libraries, decorating and beautifying buildings and grounds, and in giving gifts to the children at Christmas-time and rewards for success in various contests, as well as furnishing certain supplies to teachers. Reports from 47 white clubs show a total of 4,719 members and $7,826 raised last year.

In these expenditures are included $653.31 for school library, $424.28 for decoration of the schools, rooms and halls, $336.69 for athletic supplies, etc., $396.89 for books, clothing and shoes, $254.13 for improving the school grounds, $49.73 for equipment for manual training, cooking and sewing, $561.72 for supplies for the schools, $2,748.52 for entertainment, picnics and gifts to children, and $1,628.94 for other and miscellaneous purposes. There were reports from eleven (11) colored clubs, showing a membership of 420, with $838.77 cash balance from previous years, $764.63 raised during the year, and a total of $604.28 expended, including the following items: School library, $134.40; school decorations, $17.65; athletic supplies, $74; $5.80 for clothes and shoes; $45.80 for improvement of school grounds; $137 for manual training and cooking; $33.50 for teaching helps; $51.90 for entertainment and gifts to children, and $228.40 expended miscellaneously.

Under the management of the Chi Omega Sorority of Newcomb College, with Miss Mary Railey actively in charge, the Penny Lunches at the Pauling School were continued

ROBERT M. LUSHER SCHCOL.

WARREN EASTON HIGH SCHOOL.

through the year. Most of the financial support for these lunches was obtained through Mayor Behrman from his charity fund.

Social centers were operated in the Davey, Nicholls, Jefferson, Live Oak and McDonogh No. 2 School buildings. The Social Center Committee of the New Orleans Federation of Women's Clubs had general supervision of the centers. The Newcomb College Alumnae Social Work Committee had active charge of the Live Oak Center. These centers are open on Saturday nights, and are largely attended. The program consists of literary and musical numbers and dancing. The School Board supplied the room, lights and janitors' services and the Social Center Committee supplied the program, the music and supervised the entertainments.

The Public Schools Alliance devoted much of its attention to school finances and co-operated with the School Board in securing legislation and appropriations from the Legislature for vocational and industrial education.

In summing up the needs of the schools, Superintendent Gwinn, in his 1916 report, stated that not less than $500,000 was needed as an increase in the annual revenues of the schools. More than half of that sum is needed to meet the scheduled and fixed expenditures of the Board and to restore the salary schedule of teachers with certain merited increases; to employ additional teachers and supervisors and to supply necessary apparatus and give free textbooks to all pupils. He also recommends a woman assistant in the division of physical training. Dr. Gwinn states that the past four years covering the administration of the present board has been a period of rapid growth of the system and satisfactory improvement in the efficiency of the schools. The enrollment of the day schools increased 5,539, or 13 per cent, in the four years, and the high school enrollment increased 33 1-3 per cent. This is a remarkable increase considering the fact that a trade school for girls was established and enrolled 395 students. The following new buildings have been occupied: Warren Easton Boys' High School, McDonogh No. 14, Samuel J. Peters, Francis T. Nicholls, Benjamin Franklin, Gentilly Terrace, Lakeview, Danneel (colored) and Miro (colored). Sites have been purchased for a new school on Bayou Road and for a school in Algiers, near the Naval Station. The value of these new buildings, with their grounds and equipment, is approximately $900,000. An industrial trade school for girls was established; the departmental plan of teaching was inaugurated in the sixth, seventh and eighth grades; the principle of efficiency was incorporated in the salary schedule of teachers, principals and supervisors; a division of educational research was established and important surveys and investigations made; the standards for graduations from the high schools and for entrance into the Normal School were raised; the expensive plan of having music and drawing in the elementary schools taught by a corps of special teachers was abandoned and the regular teachers were required to teach these subjects under the supervision of special supervisors. Courses of study were made more practical in its local bearing through the development of the New Orleans book and spelling lists and through industrial and trade courses in special schools and in the upper grades of the grammar schools. Another important accomplishment was the carrying on of a highly successful stay-in-school campaign to keep pupils at school in the higher grades. Appeals were made to the parents of students, and in numerous instances children who would otherwise have quit their schooling and gone into the business world with immature educational advantages have been induced to stay on and finish their high school courses. This work will, it is hoped, stimulate other pupils to more rapid progress and increase the registrations of pupils in the high schools, night schools and higher grades of grammar schools. Another important development was the teaching of Spanish in the night schools, so that working men and girls might have an opportunity to better their position by engaging in branches of export business to Latin-American countries. These classes were well attended, and scores of young men and girls were thus enabled to take up Spanish stenography and translations. The limited means at the command of the School Board made it impossible to do much that was planned, and required numerous economies in administration. In these economies the teachers theselves showed their civic pride. At one time, when the school directors were short of money, the teachers and other employees of the schools voluntarily agreed unanimously to allow the deduction of a month's salary of their annual stipend in order that the work might go on unhampered. It has been the proud boast of Superintendent Gwinn and the directors that every dollar was expended so as to gain the largest returns in education for the children. In this it is confidently believed that the children got advantages which were the equal, if not the superior, to those attained by students of many larger cities who had vastly more to expend than did New Orleans. In fact, it is asserted that the school work accomplished compared very favorably with that of any city in the country, even the largest. It is realized that this work must constantly increase in scope and magnitude. The proportion of the city's indebtedness incurred in recent years for the erection of schools has been large, and clearly shows the disposition of Mayor Behrman and the Commission Council to give to New Orleans a public school equipment amply adequate and as good as the best in the country. All credit is due to Mayor Behrman and his colleagues for their liberal and wise support of the school building program. Nor is anyone in charge of affairs in the earlier years criticized or blamed for the relatively small expenditure of public money for the erection of public schools. Owing to several bequests by public-spirited citizens the city was enabled to erect many schools from these funds without adding to the public debt. The McDonogh fund supplied 30 school buildings; the Howard gift furnished two excellently furnished primary buildings; the Danneel legacy built two more. It is only in recent years that large demands have been made on the municipal government for schools. These demands have been readily met to the utmost ability of the city government. The municipal government has done all that it could in supplying necessary school buildings, but the rapid growth of the enrollment of pupils in the public schools, the shift of population outward from the business center and the need for replacing some of the old buildings have made the demand for new schools outrun the ability of the city to supply it. Now some 182 additional rooms are needed to meet the new conditions. The school directors are happy to report that, with the financing of the $9,000,000 loan which was voted by the people for municipal purposes, these needs will be amply met, so that plans can be made at an early date to supply the school system with everything it demands.

SOPHIE B. WRIGHT HIGH SCHOOL.

TULANE UNIVERSITY

On St. Charles Avenue, in one of the choicest residence sections of New Orleans, and overlooking the green expanses of Audubon Park, stands an attractive group of gray stone buildings, embowered in foliage. This is Tulane University. The Tulane University of Louisiana—to use its formal name—was formerly the University of Louisiana. It dates back to the year 1834, when the Medical College of Louisiana (now the School of Medicine) was created. The present magnificent institution is really a development of that college, established eighty years ago. Its history through all these decades has been an interesting and inspiring record of growth and usefulness. The original medical institution was expanded in 1847 by the creation of a law department, which is now the College of Law of the University. In that same year an effort was made to inaugurate an academic department, but the experiment proved unsatisfactory, and in 1859 this was closed.

Mainly as a result of the Civil War, no effort was made to revive the academic department until 1876, nor was it till 1878 that its doors were reopened. In this state the University continued till 1884, when the receipt of the Tulane donation led to a change of name and the reorganization of the entire institution in the form which it still retains. In 1882 Paul Tulane, of Prineton, N. J., formerly a wealthy merchant of New Orleans, gave the greater part of his fortune, amounting to $1,000,000, to the Board of Administrators of the Tulane Educational Fund for the education of white youth in Louisiana. In 1884 this board took over the University of Louisiana, giving it Mr. Tulane's name. Colonel Wm. Preston Johnston was selected as the first President of the institution as reorganized.

In 1886 Mrs. Josephine L. Newcomb founded the H. Sophie Newcomb Memorial College for Women as a department of the University with gifts and bequests of more than $3,000,000. In 1906 the New Orleans Polyclinic became the Graduate School of Medicine, and in 1909 the New Orleans College of Dentistry became the School of Dentistry. In 1912 the School of Hygiene and Tropical Medicine, and in 1914 the College of Commerce and Business Administration were organized.

The University owns a tract of land over a mile in depth and with a frontage of about 600 feet on St. Charles Avenue.

The University, in all its departments, is located in the City of New Orleans. The College of Arts and Sciences and Technology, the Graduate Department, the College of Law, the first and second years of the School of Medicine, the School of Pharmacy, and the first two years of the School of Dentistry are in St. Charles Avenue, opposite Audubon Park. The H. Sophie Newcomb Memorial College, located in Washington Avenue, in one of the most attractive parts of the city, will in 1918, be removed to the Tulane University campus, which now comprises about one hundred acres. Students of the third and fourth years of the School of Medicine, the third year of the School of Dentistry, the students of the Graduate School of Medicine and of the School of Hygiene and Tropical Medicine are taught in the Hutchinson Memorial Building in Canal Street, which is in close proximity to the great Charity Hospital, the unrivalled facilities of which are freely used in its instruction. The College of Commerce and Business Administration holds its day courses in Gibson Hall and its night courses in the rooms of the New Orleans Association of Commerce, which generously provides ample quarters.

About one hundred acres of the tract on St. Charles Avenue have been set apart as a campus, and upon this the following buildings have been erected: Gibson Hall, the largest of these structures, named in honor of General Randall Lee Gibson, United States Senator and first President of the Board of Administrators; the Physical Laboratory, the Richardson Chemical Building, a group of Engineering Buildings, consisting of the Experimental Engineering, Electrical Engineering and Mechanical Arts Laboratories and Drawing Rooms; the Richardson Memorial Building, the Academic and Richardson Memorial Dormitories, the Stanley Thomas Hall, the Dining Hall, the Gymnasium, and the F. W. Tilton Memorial Library with its annex.

The library building, with its annex, donated to the University by Mrs. Caroline Stannard Tilton as a memorial to her husband, is similar in architectural style to Gibson Hall. It affords ample space for the library and the Linton-Surget Art Collection. The Tilton collection of statues and other objects of art and the loan collection of art objects of Mrs. S. H. Kennedy.

The upper floor of Gibson Hall contains the University Museum, with excellent departments of anthropology, zoology, botany, paleontology, geology and mineralogy. Here also is housed the Gustave Kohn collection of natural history of Louisiana (15,000 specimens).

Through the beneficence of the late Mr. Stanley C. Thomas, the College of Technology now has a new building known as the Stanley O. Thomas Hall, a three-story, fireproof brick and reinforced concrete building, representing the most modern type of construction with special reference to heating, lighting and ventilating and other sanitary features.

Immediately in the rear of the college campus are the athletic grounds, covering about six acres, with a large grand stand. Here the students can find daily exercise within convenient distance of their college duties. The climate allows outdoor exercise during the entire session.

W. B. THOMPSON,
President,
Board of Commissioners, Port of New Orleans.

Our Great Harbor and Its Facilities

The development of facilities essential to the expeditious handling of the rapidly-growing commerce of our great seaports has become a matter of serious concern in the United States. With the sole exception of New Orleans, the great ports of the country are practically controlled by private transportation corporations, or combinations of such corporations, which have pre-empted valuable water fronts and now hold and operate them to the disadvantage of all but themselves.

Fortunately, New Orleans has never surrendered title to her harbor property; but, on the contrary, has preserved its ownership intact, wonderfully improving and developing and, through the expenditure of vast sums of money, making it a most efficient municipal instrumentality, thus utilizing this common property for the benefit of a world commerce. Hence it is that this city, in the policy and practice of public ownership, control and operation of its water front facilities is vastly ahead of any other American port. In point of fact, it will require, as Mr. W. B. Thompson, the able President of the Board of Port Commissioners, expresses it, "years of effort and millions of money before these other ports can dislodge their oppressors, redeem their water line and place themselves in that status for operation and development in which our port stands to-day."

New Orleans is situated on the east bank of the Mississippi River, one hundred and ten miles from the terminus of South Pass Jetties at the Gulf of Mexico. It ranks second among the seaboard cities of the United States in the value of exports, and fourth in the value of imports; is also fourth as a "balanced port". The harbor covers 41.4 miles of river frontage in the Parishes of Orleans, Jefferson and St. Bernard. The important portion of the harbor extends a distance of some 14 miles in length, and in depth varies from 30 to 70 feet at the wharf line to a maximum depth in mid-stream of over 200 feet. The channels through the Gulf Passes have a depth sufficient to more than accommodate any existing or yet-to-be-constructed leviathan of the sea. These wonderful facilities are administered by a body know as "The Board of Commissioners of the Port of New Orleans", which, although created by the State, may be regarded as a co-ordinate branch of the city government. The wharf and dock terminals, exclusive of more recent improvements, have cost to date $4,250,000. These improvements consist of five miles, or 3,641,000 square feet, of wharves, constructed of creosoted material. About three and one-half miles of these wharves are covered by steel sheds of the most durable and modern construction, and served by nearly three miles of paved roadways and approaches.

MODERN WHARF—TOBACCO WAREHCUSE.

O. P. GEREN,
Chairman, Finance Committee.

T. S. McCHESNEY.
Treasurer and Assistant Secretary.

Referring to the vast expansion and improvements generally on our water front, Mayor Behrman, in an address delivered in 1915 before the National Rivers and Harbors Congress, Washington, D. C., said:

"In so far as my observations and knowledge of the subject enable me to speak, I have no hesitancy in saying that there is not another port in America so admirably equipped or more conveniently situated as the port of New Orleans to handle the commerce that will move along the new routes of trade as they are sure to develop in the near future." Already the second largest port in the United States, the fact that the volume of its business is steadily increasing is evidence that its facilities are commensurate with every essential requirement. At a cost approximating $20,000,000 the Federal Government has deepened and otherwise improved the channel of the Mississippi from the city to the sea; has organized and maintained a quarantine service for the protection, not alone of New Orleans but of the entire Mississippi Valley, from the insidious effects of imported disease, which for many years had put a blight upon its business and its people; it has materially increased the stability of the city's river frontage in the prevention of caving banks; has inaugurated here a branch office of the National Department of Commerce for the specific encouragement and development of New Orleans' trade with the world, and is now at work opening an intercoastal canal, which, crossing the Mississippi River at New Orleans, will ultimately extend from Boston to the Rio Grande.

With this valuable asset preserved to the people as a public heritage, the State of Louisiana, through its General Assembly, was asked to so amend its Constitution as to permit the issuance of bonds, the proceeds of which were to be utilized in the development of the property on a scale adequate to every requirement not only of the city's but of the world's progress in the years to come. The more effectually to bring this about, and the more readily to insure the accomplishment generally of the objects sought through this great work, the property was stricken from the assessment rolls, and thus relieved of the burden of taxation, was placed beyond the possible influence of private monopolistic design. These unequalled facilities are wholly free to commerce, no charge whatever being imposed upon goods passing through and over these splendid untilities. The charge against the ships for dockage is reduced to a minimum—just sufficient to provide for the expense of operation and maintenance and to meet bond obligations.

The members of the Board serve without financial compensation, and the most rigid economy is exercised in the administration of its affairs. It is clothed with much authority in the management of the property under its control, in addition to which it may expropriate property, wharves, build and operate warehouses, concentration plants, wharves and landings. Created by legislative enactment, the Dock Board assumed control of the port's property in 1901. Prior to this the city had been leasing its wharves—a system which proved unsatisfactory to the commerce of the port, was antiquated, inefficient and in every respect inadequate. The wharves were mere temporary structures, tarpaulins were substituted for sheds and there was an utter absence of equipment indispensible in the expeditious handling of commodities. Moreover, while the service and accommodations were imperfect and insufficient, the charges assessed against vessels were exorbitant and to the prejudice no less of the port than to home and foreign craft. At the time the Commission took charge it had no funds to draw from other than the revenues of the port.

COMMERCE OF THE PORT.

Seagoing—The number and tonnage of vessels arriving at the Port of New Orleans for the year 1916, as shown in tabulated statement, was 1,934 vessels, 5,792,343 gross tons; 1,456 vessels, 4,510,164 gross tons, occupied the public docks, about 77.86 per cent of the total tonnage.

The dockage earned from these vessels was $339,662.23, an average of .0753 cents per ton. Forty-two vessels of 98,481 gross tons, insured second dues amounting to $8,484.52.

During 1916, 1,262 vessels used the sheds, aggregating 3,171,029 tons, from which shedage amounting to $63,420.58 was earned, or an average of $50.25 per vessel.

The public banana conveyors unloaded 458 vessels, handling a total of 15,728,144 bunches of bananas, earning $35,537.14.

Under the new system put into effect November 15, 1915, tolls were collected in the year 1916 on 511,644 tons of inward and 1,534,326 tons of outward freight passing over the public docks, amounting to $97,250.10. Twenty-four vessels paid demurrage amounting to $126.

There were 1,694 arrivals of steamboats; 282 miscelaneous craft, consisting of boats, coal and gravel barges, tugs, etc., and 2,090 arrivals of luggers and gasoline launches engaged in the oyster, fish and vegetable trade.

Charges are based upon the employment of harbor officers of the Board and services rendered in assigning ships to anchorage and berths; for supervising the shipping of the port, so as to prevent collisions and fires; for dredging in the harbor to prevent the formation of bars, and for lighting the river front, all in aid of navigation; also to pay a portion of the expenses of the operation of a tug in the port, furnished free of charge, to aid shipping in distress and to extinguish fires on all vessels and their cargoes, and for interest and maintenance.

The Board also makes a charge of $1 for each copy of certificate issued for the inspection of hatches, surveys of cargoes, etc. The master of each vessel, however, is furnished, upon request, free of charge, one copy of all surveys upon their respective vessels or cargoes.

The Commissioners further reserve the right to enter into contract with persons or corporations owning machinery, implements or devices, used upon the public wharves and landings for facilitating commerce of the port, and from which a profit is derived by such persons or corporations. Rates agreed upon are commensurate with the profits derived therefrom.

MODERN WHARF—COFFEE LANDING.

The use of such machinery, implements and devices which may be owned by the Board of Commissioners may be required of all vessels, steamship agents and owners.

The revenues for the year of 1916 amounted to $682,564.38; expenditures, $526,612.47, leaving a net gain ending December 31st, 1916, of $155,951.91.

The first thing the new board did towards a practical solution of the rather complex problem with which it had to deal, after having assigned an efficient corps of engineers to determine the scope and character of the work possible of accomplishment, was to obtain from the various exchanges, shippers and others definite information as to their respective needs. Thus the Board was enabled to adopt almost at the very beginning a fixed policy in developing and improving the facilities of the port along modern and efficient lines, and expediting the work to that end. Referring to its plan of action in the continuous development, capabilities and conveniences, the Board said, in an interesting pamphlet upon this subject:

"Ship-side warehouses and concentration plants for the handling and storage of cotton, coffee, lumber and other uniform commodities are to be erected, equipped with mechanical handling devices of the most economic pattern, sprinkler systems, etc. and operated by the Dock Board in the interest of all shippers and transportation lines alike.

"Ship and boat-side storage is expected to prove of great advantage in reviving inland water traffic, and in anticipation thereof private capital is now being employed in the building of standard self-propelled steel barges, which are to engage in the river trade between New Orleans and the river-served cities of the valley. The use of these cheaply operated boats, in conjunction with standard and economic river-front terminal facilities and self-propelled lighters, has already begun to retire inland navigation in a wholesome way."

As a result of its investigations the Board found that the "through shipper" enjoyed some advantages over the "New Orleans Shipper", and that the "New Orleans market", was languishing in consequence. Handicapped in this manner, it was found that, no inconsiderable portion of the ports commerce used New Orleans as a port market of deposit. It was then determined that the most rational and essential thing to be done in the rapid unfolding of the Dock Board's policy, was to make New Orleans a port market of deposits. This would embrace the vast area from Pittsburg to Chicago and as far West as Denver. And so it is that the work of augmenting the mammoth steel receiving and discharging sheds already built and in successful operation that for miles line the river bank, is now being supplemented by a system of warehouses, concentration and handling facilities of the most modern, efficient and economical construction, the most complete and in every particular the most perfect yet devised; and that great work, which has made the Port of New Orleans a model for every other port on this continent, is still going rapidly forward under the most intelligent, practical and far-seeing administrative direction.

"Thus equipped", continues the report of the Dock Board, "New Orleans will appeal to the owners of cotton as a market of deposit, and in this way the present-day practice of shipping the bulk of Europe's supply of American cotton out of the country as fast as picked and baled is expected to be replaced by a more profitable and economic system of concentrating cotton at New Orleans, storing it inexpensively at ship' side and selling it to Europe or to America mills as their need arises. With facillities available, the cotton grown in New Orleans' legitimate territory, amounting to between 5,000,000 and 6,000,000 bales annually, should pass to consumers in a regular monthly

flow, rather than, as is now the case, so hurriedly in the fall and winter as to congest shipping facilities and so meagerly in the spring and summer as to in-adequately supply the boats, railroads and ships with tonnage."

One of the vital purposes of these warehouses and terminal, costing over $3,000,000, was, it was contended, to make this city a deposit market for cotton; a thing which has been more than accomplished since their construction. In the completion of these incalculably beneficial adjuncts to our harbor facilities, interior buyers are now able to ship cotton to New Orleans for storage in their warehouses, where the staple is held subject to order of the buyers, while planters are eqully advantaged in the same respect. The warehouses and terminal have a handling capacity of 2,000,000 bales of cotton annually. The buildings themselves cover an area of approximately fifty acres, and, including the trackage adjacent to the plant, the total area covered is approximately 100 acres. The wharves are two-story re-enforced concrete, 2,000 feet in lenght and 180 feet in width. The lower story is 16 feet 8 inches and the upper story 15 feet 8 inches in height. There are six warehouses, and, with the wharf sheds, have a normal capacity of more than 450,000 bales, and in emergency will accommodate fully 600,000 bales of cotton. In addition to the warehouses for the different classes of cotton there is an immense compress plant, with every modern attachment, insuring speed and efficiency, and in proximity to the consigned warehouses are large sorting platforms, on each side of which are two railroad tracks, depressed so a car floor will be level with the floors of the platforms or of the warehouses on the opposite side of the tracks. There has also been completed a contract for dredging the Mississippi and filling in of the site, involving the removal from the river and depositing on the land of approximately 2,000,000 yards of earth, at a cost of $180,000. The area of the site thus acquired, together with the additional area made available by the filling, is ample for the accommodation of warehouses, terminal trackage and dock facilities to handle a total business through the port of 3,500,000 bales of all classes of cotton per annum.

The entire construction of the terminal, with the exception of the timber apron wharf, is of re-enforced concrete steel. The buildings are supported on creosoted pine piles and the wharf of re-enforced concrete on untreated pine piles driven in clusters. Before the design of the wharf and shed structure was finally adopted, the details of the latest type of such construction in New York, Philadelphia, Los Angeles and other ports in this country, as well as in Liverpool, Hamburg, Bremerhaven and Havre, abroad, were carefully and diligently considered by experts in this character of work. As a result, the general design of the wharf and sheds embodies the latest developments, the success of which has been demonstrated in their application elsewhere, with, of course, such modifications as best adapt them to our conditions. The depressed railroad tracks in the rear permit of unloading freight from cars practically within reach of the ship's tackle, while the tracks on the apron of the wharf allow of direct transfer from the car to ship, or vice versa. I might also mention as a matter of interest that constituting a part of the cotton handling and carrying system there are four and one-half miles of overhead and ground-level runways for the accommodation of trains composed of motor cars and trailers for the conveying of cotton from any one compartment to any other compartment. Large receiving and sorting yards are a part of the conveying and transportation equipment. The terminal yard trackage has a capacity of approximately 2,500 cars, which will be sufficient to accommodate a daily movement of 1,000 loaded cars.

MUNICIPAL GRAIN ELEVATOR.

equivalent to a shipment of from 30,000 to 50,000 bales of cotton. The appliances other than runways and specially designed bridge cranes for the handling of the staple consist of Gantry cranes on the wharf front for loading into ships or receiving cotton from river boats or lighters, together with continuous conveyors for cotton handling at the ship's side. Other appliances in use are automatic grapplers attached to the cranes utilized in lifting and lowering cotton bales and mechanical devices for pulling or pushing bales of cotton from any point in tiers piled ten and fifteen bales high.

As an evidence of the substantial character of these improvements it might not be amiss to point to the fact that these warehouses have just stood the test of one of the greatest storms in the history of the world. With a barometer reading 28.11 and a wind velocity of 120 miles an hour and a rainfall of nine inches in twenty-four hours, these structures stood without a dollar of damage, either to them or their equipment or the wetting of a single bale of cotton.

The cost of the cotton warehouses and terminal, including the immense yards of the Public Belt Railroad, located on the site, is estimated at $3,500,000. In order to finance such a development the Dock Board, as it is familiarly called, had been authorized by constitutional amendment, approved by the people of Louisiana, in 1910, to "erect and operate warehouses and other structures necessary for the commerce of the port", and to that end issue bonds, which could be secured by mortgage on the warehouses and by the net receipts from the operation of the plant itself. Acting under this authoriza-

OLD COTTON LANDING.

MODERN WHARF—COTTON SHED.

tion, the Board approved the issue of $3,000,000 forty-year 5 per cent bonds, which were purchased by three of our local banks, and the money deposited with the trustees May 1, 1914. As a matter of fact, it is estimated that the reduction in the cost of handling and storage of cotton through the operation of these warehouses and terminal over previous rates will amount to 40 per cent.

And the gigantic work still goes on.

PUBLIC GRAIN ELEVATOR.

The public grain elevator is situated on the river front at the head of Bellecastle Street, and on the tracks of the Public Belt Railroad, which, as stated elsewhere, is owned, controlled and operated by the City of New Orleans under direction of a Commission of citizens serving without compensation. Of this Commission the Mayor is President, and the Commissioner of Public Utilities of the City Council a member. Charges for making delivery to the public grain elevator are absorbed by the railroad making delivery to the Belt, which connects with all railroads entering the city, with our extensive system of State- wharves and with many large manufacturing and wholesale establishments which have and are rapidly springing up along its entire route.

Vessels using the public grain elevator, wharf and kindred facilities are not subject to any charges not incurred at the railroad terminals. Its facilities are at the service on absolutely equal terms to all railroads having their terminus in New Orleans. The original storage capacity of the Public Grain Elevator was 1,022,000 bushels, which

MUNICIPAL COTTON WAREHOUSE.

has now been increased to an additional 1,600,000 bushels, besides which there is space allotted for as much additional storage as the future business of the port may warrant. It might be mentioned as a matter of interest that the unloading capacity of this great public utility is 200,000 bushels per day from cars and 60,000 bushels per day from river barges or ships. The unloading capacity from barges and ships will probably be doubled by the time this book shall have left the hands of the printer. Loading to ships or river barges is done at the rate of 100,000 bushels per hour—all to one or as many as four vessels, simultaneously.

Here are some of the special features in the equipment of the public grain elevator:

4	Shipping Legs	25,000 bushels per hour each
2	Receiving Legs	25,000 " " " "
1	Utility Leg	10,000 " " " "
4	Conveyor Gallery Shipping Belts	25,000 " " " "
2	Receiving Conveyor Belts	25,000 " " " "
4	Shipping Conveyor Belts under annex	25,000 " " " "
3	Transfer Conveyor Belts in Workhouses	25,000 " " " "
1	Dryer Conveyor Belt	20,000 " " " "
8	Unloading Sinks, with interlocking device, equipped with positive electrical control	2,000 bushels capacity each
7	Fairbanks Registering Beam Type Hopper Scales	2,000 " " "
1	Morris Drier	2,000 " per hour
2	Monitor Oat Clippers	1,500 " " "
1	Monitor Separator	3,500 " " "

Zelaney System to protect grain on store.

Automatic sacking scales in elevator and on elevator wharf.

STEAMSHIP LOADING SIMULTANEOUSLY FROM MODERN DOCKS AND LIGHTER

STEAMSHIPS AT MODERN WHARF.

The Pneumatic Conveyor System is used in unloading grain from river barges and ships.

Electric power is used for the entire operation of the plant, and each unit is operated independently.

In addition, the plant is equipped with journal alarm system, rope strand signal system, telephones throughout plant and pneumatic tube from unloading shed to scale floor and foreman's office.

The Public Grain Elevator is absolutely fireproof and is equipped with an up-to-date dust-collecting system, and will have the reputation of being the cleanest elevator in the world.

The necessity for the construction of such an elaborate plant has become especially apparent during the last five or six years, when the development of New Orleans as a great grain-exporting center was generally conceded. As an instance, it is mentioned that for the year ending June 30th, 1911, the export business at this port was 6,527,884 bushels of grain, as compared with 53,863,383 for the year ending June, 1915, an increase of 725 per cent. The export elevators at New Orleans were practically all owned and operated by the Illinois Central and Texas & Pacific Railroads; and while these concerns were open to the use of other roads, the conditions of service to the latter were, in certain instances, more or less burdensome. With this handicap, the development of a large grain-hauling business in this direction was out of the question. Following a thorough investigation by the New Orleans Board of Trade, it was decided that the most effectual solution of this difficulty was the erection of a publicly-owned grain elevator, to be located on the tracks of the New Orleans Belt Railroad, when it would be subject to use, on equal terms, of all the railroads entering the city. Thereupon the Dock Board,

which had been authorized by the State to erect warehouses and other improvements necessary in the development of the business of the port, immediately undertook a study of all the conditions governing the grain trade, and authorized its engineers to prepare a comprehensive report upon the subject. At the same time negotiations were begun for financing the construction of such an elevator as would answer the purpose and afford the relief desired. Predicated upon the report of the engineers, and as a result of the thorough investigation made by the Dock Board, instructions were issued to prepare as promptly as possible detail plans and specifications for an elevator which would possess advantages over any other establishment of the kind then in service. Particularly would it be adapted to the needs of the Port of New Orleans: First, in the rapid handling, both in the receiving and shipping of grain; second, great flexibility in the distributing and conveying systems. It was to be built of steel and concrete and designed to do its work with thoroughness and dispatch. Its storage capacity would exceed a million bushels. It would be provided with shellers, cleaners, clippers, dryers; in fact, every device necessary to improve grain while in transit—as a matter of fact, the last word in elevator building.

From a very recent statement made by Mr. W. B. Thompson, President of the Board of Commissioners of the Port of New Orleans, much is to be learned relative to the facilities at present being provided and to be provided to accommodate "the tremendous volume of commerce which must logically move through this gateway from the great Mississippi Valley to the markets of the world, and from these markets back to the domestic centers of consumption". Says Mr. Thompson:

"The publicly owned and operated port terminal and transshipping system of New Orleans as presently constituted represents a capital investment of approximately ten million dollars. The present equipment consists of over five miles of wharves, a cotton warehousing plant, with a capacity of 200,000 bales, and a grain elevator, with storage capacity of 1,000,000 bushels, constructed and operated by the State of Louisiana through its Board of Commissioners of the Port, all of which shipping and storage facilities are served by the Public Belt Railroad, which is a terminal switching system operated by the City of New Orleans through its Public Belt Railroad Commission, and which directly connects the public wharves and warehouse plants, as well as many private industries, with every trunk railway line moving to this port. Based, as this port organization is, upon the principle of inalienable ownership by the people, and operation by the Government for the benefit of commerce and trade, and backed, as it is by the power and credit of the State and the City, it is obvious that the organization is susceptible to indefinite and unlimited expansion.

"Recently the Board of Commissioners of the Port has, under authority vested by Constitutional Amendment, adopted an ordinance providing for the issuance of bonds to the amount of $25,000,000 for purposes of harbor improvement. Of this authorized issue 4½ per cent bonds to the amount of $4,000,000 have been sold. This money will be expended in the enlargement of the present warehousing and storage facilities and in the construction of new warehouse plants and other structures necessary to the commerce of the port.

"The first item of new construction undertaken by the Board is an additional one million six hundred thousand-bushel storage annex to the Grain Elevator. Work has already been begun on this unit and is being pushed on the emergency basis. It is imperative that this annex shall be completed in time for the new crop movement. Not only will the improvement in question increase the grain business of New Orleans but it will be of material aid to the effort of the United States to supply its allies with food.

"Work on the Cotton Warehouse wharf and Warehouse is being actively prosecuted, with the assurance that this great structure will be in operation for the coming cotton crop. The need of greater storage capacity for the plant was strikingly demonstarted during the past season. The Board has under consideration the plans for two new storage units which will be available for the coming crop, and which, when completed, will bring the total storage capacity of the plant up to 400,000 bales, which capacity will enable the plant under normal conditions to handle a million and a half bales during the season. Another improvement in the plant will be the installation of a high-density compression system, which will materially reduce the size of the bale, and will thus add to its value from the transportation standpoint in these and the coming days of scarce ocean tonnage. Already one high-density press has been installed and has been in operation about three months. Two additional high-density presses are now being installed and will be ready for the new crop.

"The improved facilities which have been supplied to the cotton and grain trade will be speedily extended so as to accommodate other lines of production, industry and commerce. The Board has under active consideration plans for furnishing the sugar and rice industries with appropriate marketing, storage and shipping facilities. The present facilities for assembling and exporting timber and oil are by no means adequate, hence development along these lines will be speedily inaugurated. The import trade in coffee and the import and export trade in general commodities will in the near future be supplied with ample facilities for storage and distribution. Finally the Board proposes to extend and improve the docks system and to supply the same with such machinery and devices as will increase its economic efficiency.

"It is to be expected that the prosecution of the aforementioned plans for increasing the storage and shipping facilities of our publicly owned terminal system will meet with opposition from private interests. Although the Board will not unnecessarily interfere with private enterprise, still it will not be deterred by selfish complaints from doing its utmost to fulfill the manifest destiny of the port of New Orleans to be a dominate factor in the foreign commerce of the future. In line with this policy, the Board is not limiting its activity to independent effort, but is seeking co-operation with the Federal Authorities in the effort to accommodate the foreign trade requirements of the country at large."

Transportation

Historical Sketch of the Building of the

Louisville & Nashville Railroad

Connecting New Orleans With the North and East

WHEN THE BOARD OF DIRECTORS of the "Pontchartrain Railroad Company" was deliberating on the various phases of financing and constructing the proposed railroad from New Orleans to Lake Pontchartrain, it seriously considered, we are told, whether the passenger cars should have springs or whether the bodies should merely rest upon the axles. That was away back in 1825. And although the chronicler does not relate whether they got the springs or not, he does mention the more important fact that six years later, April, 1831, the road was completed, and he qualifies that fact with the very singular distinction of being the first completed railroad in the United States.

While the good people of the quaint and picturesque City of New Orleans, with its hundred and thirteen Summers and its 46,000 souls, were enjoying the "delightful" rides to and from the Lake, and clicking toddy-glasses to the success of that bold undertaking, away up in old Kentucky a similar Board of the "Lexington & Ohio Railroad Company" was discussing the question of using strips of iron, to be fastened on large limestone sills, for their road, which was authorized in January, 1830, to be built from Lexington to some point on the Ohio River. They decided upon this plan of track-making and began the road. Eventually, although the rock sills were finally substituted by ordinary ties, the road was completed to Louisville, Ky.

Here we have two railroads, crude affairs indeed, yet creditably serving the objects of their enthusiastic and progressive builders. Both had come into existence near the same time, yet they were more than nine hundred miles apart. Between lay a vast domain of open wastes and primeval forests, a realm of boundless possibilities, wondrous in the natural fertility of its unfurrowed fields, fabulous in the sleeping bounties of its mineral hills. This country had not progressed like that adjacent to the water routes; it needed some free, active instrument of transportation to put it in closer communication with the great marts of trade, to make it blossom forth in rich abundance and yield to the world its varied fruits.

Such a vision doubtless was born to the builders of the Louisville & Nashville Railroad. In a splendid, far-reaching dream of the future, they perceived the latent richness of that broad territory and the great prosperity that would result from its development. A brief review of their struggles to realize that vision should prove especially interesting because of the value its realization has been and is to the great South.

RIGOLETS BRIDGE, L. & N. RAILROAD.

The L. & N. in corporate body, with a capital "soul" of $3,000,000, saw the light of day at Kentucky's capital on March 5, 1850. Its initial venture into the railroad field was April 13, 1853, when it executed a contract for the construction of a 185-mile line from Louisville to Nashville. As Louisville was then strictly a river town, whose business was principally measured by its boat traffic, and Nashville a city of only 10,000 people, while between them stood a sparsely settled country, with rugged hills that offered almost insuperable barriers to the work, this project, at best a speculative enterprise, was considered a bold undertaking indeed. Nevertheless, after six years of effort in the face of undreamed difficulties—scarcity of money generally and aggravated by the Crimean war, impatient and clamoring contractors, shortage of provisions among the laborers due to an unprecedented drouth, the epidemic of cholera which decimated the forces and impeded the work—this huge task was finally completed, but not until it became necessary for the company to take the work from the contractors and let portions to the farmers along the way who assisted with their slaves in its construction. On November 1, 1859, the first through train was run to Nashville. With this and two other lines, altogether 269 miles, the L. & N. rested on its oars until after the Civil War, although it assisted greatly in the handling of troops and munitions of war during those dismal days.

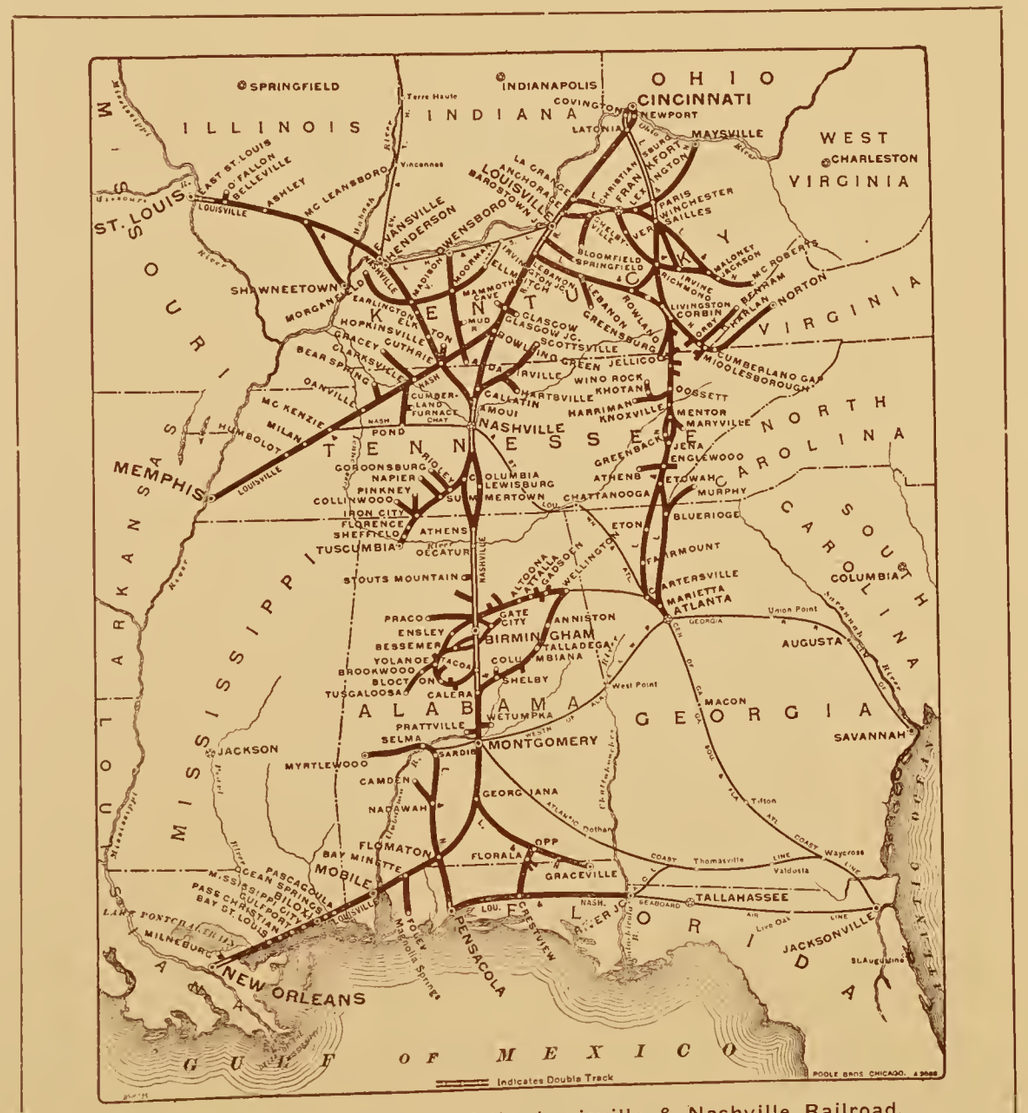
But the great Southland was ever beckoning, and after that destructive conflict, when the desolate country was undergoing the pains of reconstruction, the L. & N. became aggressive and resolute in its efforts to respond. In April, 1871, it took over the contract for the construction of the South & North Alabama Railroad, from Decatur to Montgomery, 182 miles, chartered in February, 1854, but owing to many obstacles had never been completed. July 1, 1872, under the terms of a prior lease, it took possession of the Nashville & Decatur Railroad, which represented a consolidation in 1867 of the Tennessee & Alabama, the Central Southern and the Tennessee & Alabama Central roads, aggregating some 120 miles, all chartered in the early fifties and completed a few years late. The South & North was presently completed, and on September 29, 1872, put in operation, thus making a direct line of rail from the Ohio River to Montgomery, Alabama, a distance of 490 miles.

The L. & N., penetrating the very heart of a rich agricultural and mineral country, now became the chief instrument of communication between the Northwest and the South and Southwest. Settlers were fast migrating from the colder Northern latitudes, and as a result business communities rapidly built up, lands were cultivated, industries were started, mines were opened and a spirit of hopeful prosperity prevailed. But the essential object of the L. & N. was to reach the Gulf Coast, over a road under its own control; for by this central and direct route it could develop a large and extensive trade for the growing country, and divert from shipping via the Atlantic Coast the imports of sugar, coffee, spices and valuable woods, and the exports of wheat, corn, cotton and coal, which this country and the South and Central Americas and the West Indies were exchanging.

Yet it must rest a while and catch its second wind, so to speak. The acquisition and completion of the Nashville & Decatur and the South & North Alabama roads proved a heavy financial burden. The exorbitant interest which it assumed and the deteriorated condition of the properties it acquired imposed heavy expenditures of funds already greatly depleted by various unforeseen conditions that naturally attend a project of such magnitude, and particularly by the purchase of necessary additional rolling stock, the acquisition of the line to Memphis in September, 1871, and the general business depression following the panic of 1873.

After a few years, however, when its new properties became largely self-sustaining through the revival of an unprecedented business activity, the L. & N. directed its developing genius toward the Gulf, and on January 1, 1881, leased, and later purchased the Mobile & Montgomery Railway, a consolidation of the Alabama & Florida and the Mobile & Great Northern roads, 180 miles, incorporated in 1850 and 1856, respectively. On October 5, 1881, it purchased the historic Pontchartrain road and the New Orleans, Mobile & Texas Railroad, the latter chartered in November, 1856, as the New Orleans, Mobile & Chattanooga Railroad, and completed in 1870,

after considerable difficulty. In constructing this road between New Orleans and Mobile experiments unique in railroad building had to be resorted to. Because of the low-lying salt marshes, close to the coast, teams could not be used for bringing the material from adjoining territory, and it was necessary to employ dredges to dig a canal parallel to the proposed roadbed, the excavated matter being used for the embankment. On account of the marshy, oozy nature of the excavated matter, great quantities of sandy soil were mixed with it, and in some places piles were driven parallel to the roadbed to prevent it from squeezing out laterally into the marshes and the canal whence it was obtained. The numerous lakes caused further difficulties, rendering much bridge and trestle work necessary. This division has five and one-half miles of bridge and trestle work, and as much is over deep water it was necessary in addition to concrete caissons to drive fascines of piles from fifty to a hundred feet into the bottom of the Gulf to make solid pillars. And as these timbers are subject



Map of the Present Lines of the Louisville & Nashville Railroad.

to the ravages of the toredo, a singular worm of the tropic seas which bores unprotected timber found in salt water, it became necessary to impregnate the timbers with creosote oil to prevent them from being honey-combed. It is believed this line employed the first creosoted timber used in the United States. All these unusual methods were expensive; the New Orleans Division has cost the L. & N. $79,000 per mile, and in addition requires an annual expenditure of some $15,000 per mile for its upkeep, which can be justified only by the value of the line as a direct route between the Southwest and all Southern and Eastern States.

Beautiful Shell Road on the Gulf Coast—
The Playground of New Orleans

On November 1, 1881, the L. & N. bought the Louisville, Cincinnati & Lexington Railroad, which included the original Lexington & Ohio road, thus actually bridging across that mighty distance between those pioneer roads, and, folding them into its corporate embrace, dedicated to the service of the South a direct and continuous line of rail from Cincinnati, Ohio, to New Orleans, La.

That was a monumental achievement in those days, and required courage, energy and supreme determination. Yet the record of the L. & N. does not stop there. Through those splendid qualities of purpose that characterized its early builders, it has by subsequent acquisition and construction built up a System that to-day threads its five thousand miles of glistening steel into the nooks and corners of the Southland, and on account of its immense value as a developer of the South's resources during the sixty-five years of its life, it stands acknowledged as her greatest commercial benefactor.

In addition to its great system of tracks it has spent vast sums in improving, increasing, modernizing and rendering safer its facilities and equipment, and in every other respect has met the just requirements of the communities it serves. In the past twelve years with an increase of 37 per cent in its mileage it has increased its property investment 84 per cent, or a round sum of $132,000,000. In twelve years it has spent $1,400,000 to install a modern telephone system, and $2,000,000 for an interlocking and signal system, both to improve the service of its trains and secure the safety of the public. With an increase of 66 per cent in the value of its business it has authorized and incurred expenditures for equipment in addition to that necessary to perpetuate it, amounting to 134 per cent increase, all to provide more improved standards, all-steel designs, safety appliances, and more comfortable and luxurious appointments to meet public desires. In tewlve years it has paid $271,801,939.21 to an average of 32,300 employes, which is in addition to other large sums for labor in constructing double-tracks and extending new lines; and all this was paid to people of the South who naturally transfer the greater portion to the public through the various channels of trade, thus in this respect alone demonstrating the mutual interests of the South and the L. & N.

The L. & N. is of especial value to New Orleans, and it will become even more valuable as the full benefits of the opening of the Panama Canal and the growing friendship and trade relations between the two Americas attach greater interest and prominence to our Gulf ports. The location of its facilities in New Orleans has a marked advantage over the other roads. It offers superior freight service for the distribution of imports destined to the Southeastern and mid-Atlantic States, and a like inducement for shippers of exports from these localities to Southern countries. Its fast freight lines offer a rapid and dependable medium for the New Orleans vegetable growers to

(Continued on Page Sixty-Six.)

SOUTHERN RAILWAY SYSTEM

Its 8,000 Miles Now in the Service of New Orleans

When, early in 1917, the New Orleans and Northeastern Railroad was included in the Southern Railway System, the result to New Orleans shippers and business men generally was as if a railroad with 8,000 miles of track, traversing the whole territory east of the Mississippi River and south of the Potomac and Ohio Rivers, had built a new line into New Orleans.

With direct lines extending from New Orleans to Washington, Richmond and Norfolk, to the Ohio River at Cincinnati, Louisville, and Evansville, and to St. Louis, the Southern Railway System becomes the thoroughfare from New Orleans to connections with lines reaching every point of the territory north of the Ohio and Potomac while its rails serve the principal Atlantic Ports and interior centers of the South.

In addition to Norfolk, Charleston and Jacksonville on the Atlantic Coast are served by the Southern. Through the Chesapeake Steamship Company, it reaches Baltimore via both Richmond and Norfolk.

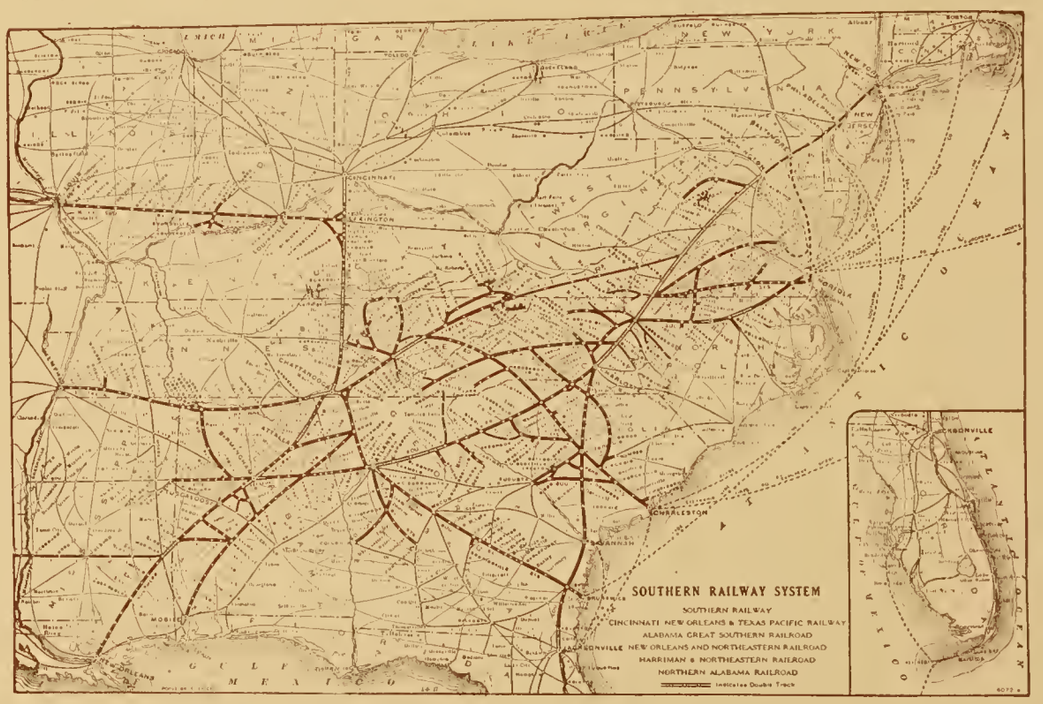
The Southern also reaches the Gulf at Mobile and the Mississippi at New Orleans, Memphis and East St. Louis.

The advantage to New Orleans business men of having freight moved to and from all of these points under the direction of one management is apparent to anyone familiar with business conditions.

Prior to the acquisition of the controlling stocks of the New Orleans and Northeastern, the Southern was the sole owner of the extensive terminals of the New Orleans Terminal Company, and these and the terminals of the Northeastern are now operated as a unit, giving the Southern Railway System splendid facilities for handling business moving through the port as well as business to and from the city proper.

The export and import terminals at Chalmette and Port Chalmette are adequate for handling freight of every chracter between ships and cars. The freight terminals at Basin Street and Press Street offer ample facilities for efficient handling of both carload and less than carload business, while the tracks of the Southern in the City form a belt line, along which are admirable sites for the establishment of industries.

Further improvement in the through freight service of the Southern was made on April 1st, when new schedules were put in effect for solid trains from New Orleans to Cincinnati and Louisville, on the Ohio River, and to Washington and Norfolk, in the East. Connecting trains give efficient service to other outlying points and to interior cities not located on the main lines. At all important junction points the yard operation has been adjusted so as to eliminate delays, so that with freight shipped over the Southern Railway System there is no loss of time due to transfers between yards, such as are inevitable when freight moves over a line composed of several railroads, each operated under a separate management.



TERMINAL DEPOT, SOUTHERN RAILWAY SYSTEM.

The passenger service of the Southern Railway System from New Orleans includes through trains of the highest class to Cincinnati and to Washington and New York. The great resort section of Western North Carolina is reached by the Southern, and is becoming more popular with New Orleans people every year.

The Southern Railway System is not only big as to mileage and territory covered but its management's conception of its duty has been to make the railway not only an efficient carrier of the people of the South and their goods, but to make it also an effective instrument in the agricultural and industrial development of the section.

The management of the Southern has considered its first duty to be to provide facilities for efficiently handling the growing business of the South.

For some years the Southern has been pushing the construction of double track on its Washington-Atlanta line, this involving practicaly rebuilding it. Early in April contracts were let for the last of this work.

Great progress has been made in similar work on the line between New Orleans and Cincinnati. Contracts on the line were recently let for additional work of this character between Meridian and Birmingham, and provision has been made for securing new capital for similar work between New Orleans and Meridian at a time when the investment market may be such as to make the sale of bonds advisable.

While improving its lines the Southern has also given attention to the vitally important matter of terminals and heavy expenditures have been made for work on this

(Continued on Page Sixty-Five.)

New Orleans Great Northern Railroad Co.

The last decade has witnessed a growth of industry and commerce in the Southland unequaled in any other section of the country. Tremendous investments have been made in transportation and shipping. Reclamation projects far beyond the fondest dreams of our fathers have become realities. The building of big business and the harvesting of big crops has been the order of the day. Bank clearings have made records only to be broken the ensuing year. The legacy of lethargy and poverty bequeathed by the Civil War has given way before a wave of progress and an influx of capital. The New South, her birthright returned and her population inspired, marches down the highway of prosperity.

While men like Harriman and Hill were realizing their dream of empire in the North and West other great builders were seeing the possibilities in the South.

Some fifteen years ago Frank H. Goodyear, of Buffalo, New York, a leader in the ranks of our nation builders and a man of exceptional vision, became interested in the Pearl River Valley of Louisiana and Mississippi. With that almost supernatural foresight of the American railroad man, which is the envy of the world, Goodyear conceived the idea of what is to-day the New Orleans Great Northern Railroad. The same tireless energy which characterized his life set in motion the plans for the building of the road.

Work was started in 1905, and on July 1, 1909, the first trains were operated into Jackson, Miss. Having as it does its terminus in the metropolis of the South and running north to the capital of Mississippi, its 282 miles of heavy rail, long tangent roadbed fairly divides one of the richest sections in the Gulf States.

Just as a chain is no stronger than its weakest link, so is a railroad no more prosperous than the country through which it passes. The Pearl River Valley, down which the New Orleans Great Northern Railroad runs its water-level line, is rich in natural resources Prosperous towns line the right of way and act as shipping points for "bumper" harvests of food products, produced in the adjacent countryside. The ideal climate and productive, warm soil make two and three crops a season possible. Cattle raising, with all-year grazing, has attracted many breeders of fine stock. Here, too, is one of Nature's most lavish gifts to man—the famous long-leaf pine belt of Louisiana and Mississippi. This section is noted the country over for the fine quality of its timber and the density of its growth.

Two branch lines running to Folsom, Louisiana, and Tylertown, Mississippi, known as the "Shore Line" and the "Bogue Chitto Branch," respectively, do much to widen the field of operation and cover a territory no less rich in natural resources and agriculture than the main line.

On the Bogue Chitto Branch, near Isabel, Louisiana, is located the Bogue Chitto Stock Farm, comprising some 2600 acres. Here a big herd of registered and graded Herefords are being raised by the most modern methods. A large herd of registered horses, another of hogs and a small flock of sheep round out a model ranch. Hundreds of acres are under cultivation, and the feed raised thereon is stored in mammoth silos for consumption during the short winter season. The farm is doing much to promote interest in the raising of stock, and has many followers of its methods.

The Shore Line, with its junction at North Slidell, touches at the thriving towns of Lacombe, Mandeville, Covington and Abita Springs, on the north shore of Lake Pontchartrain. The section world-renowned as the Ozone Belt. Authorities pronounce it one of the most healthful known. Many attractive resorts dot the shore.

Here, the summer-tired city dwellers find rest and recreation. Amongst the needle-carpeted woods nestle many lovely homes. The pine-laden air and artesian water are attractions that never tire. The cool summers and mild winters call many tourists from the North and East. Nearby a newly-organized corporation is building a part of the great wooden fleet with which America is to help her allies in the present crisis, and which will form the nucleus for our "after-the-war" merchant marine supremacy

Just north of Rio, the junction point of the Bogue Chitto Branch, and in the very heart of the big pine woods, lies Bogalusa—"The Magic City." Ten years ago the virgin forest had such a heavy stand over the present site of the town that the engineers who came to erect the plant of the Great Southern Lumber Company had to literally hue a clearing to erect their tents. Now, with a population of over twelve thousand, Bogalusa is one of, if not the most, progressive little cities in the South. Almost overnight it grew. The great saw mill was built, operators brought their families and erected homes. Soon the mill was the largest single unit in the world, with a capacity of one milion feet per day.

The waste material from such a vast cutting attracted the attention of a paper mill. They erected a plant with a capacity of thirty-five tons per day, only to supplement it with another of one hundred and fifty tons. A box factory, also using waste material, was soon running, and is now shipping hundreds of cars of their product. A creosoting plant was added to the list of manufactories. Churches, schools and many fine stores were built. The progress of the city manifested itself in the erection of fine hotels, banks, a Young Men's Christian Association, Young Women's Christian Association and an up-to-date hospital, while a creamery and cold storage plant is being constructed.

The thousands of acres being cut over by the lumber company are being converted into model truck and stock farms. Unique is Bogalusa: It was builded in its entirety with less lumber than stood in its natural state upon the site. Who will gainsay the fact that this is, indeed, a Magic City.

Additional similar plants are located at Florenville, Louisiana, just south of Bogalusa, and at Columbia, Miss. At Covington, Slidell and Pruden are located plants which manufacture rosin, rosin oil, turpentine, etc., from the stumps and other waste on the cut-over lands. This latter is a recent industry that bids fair to become exceptionally profitable, as it accomplishes the double purpose of clearing the land for farming, as well as deriving a profit from the operation.

Near the towns of Eagle, Sun and Price, Louisiana, and Condron, Mississippi, are large gravel deposits. These deposits will do much to further the building of good roads, so needed by all rural communities in the South.

From Columbia north to Jackson, Mississippi, the New Orleans Great Northern Railroad makes its way through a trucking section second to none in the United States. Great quantities of early vegetables are shipped from here to Northern and Eastern points, the advantageous climate making it possible for them to arrive well in advance of products from other sections, thus assuring the producers the market's best prices.

Connection at Wanilla, Mississippi, with the Mississippi Central Railroad, make Natchez, Brookhaven and Hattiesburg, Mississippi, accessible; connections at Columbia with the Gulf & Ship Island puts the territory along the Gulf Coast and in the Southeast in easy reach, while at Jackson, Mississippi, the Illinois Central, Yazoo & Mississippi Valley Railroad and the Alabama & Vicksburg Railroad open up the Mississippi River towns and all points north, east and west; at Slidell, Louisiana, connection with the Southern Railway System, and at New Orleans with diverging lines, which assures the shipper, as well as the traveling public, the best of service to all points. Close-working arrangements with the various trunk lines are maintained at all times.

The policy of the New Orleans Great Northern Railroad has always been one of faultless maintenance and consistent expansion. Nothing that would insure the safety and convenience of its passengers or the expeditious movement of its freight has been overlooked. Each yearly report shows a substantial and continued growth that fulfills every expectation of its founders.

TRANS-MISSISSIPPI TERMINAL RAILROAD COMPANY

Among the many notable achievements in the line of civic and industrial development wrought out during Mayor Behrman's long tenure of office, perhaps none promise to be of greater value to the City and Port of New Orleans or reflect greater credit on the Mayor's far-sightedness and devotion to the welfare of his native city than the Trans-Mississippi Terminal Railroad Company's splendid new freight and passenger terminals, completed and thrown open to the public in February, 1916, at a total cost of over four million dollars. Planned, begun and completed during Mayor Behrman's third term of office, no one took greater interest in the successful carrying out of the elaborate plans drawn by the engineers and architects than his Honor the Mayor, and it was largely through his earnest co-operation that those adverse conditions, which so large an undertaking was bound to encounter, were overcome; and these magnificent terminals, serving as a center of concentration, as well as an outlet, for over 10,000 miles of railway, were completed and placed at the City's service. With their rails gridironing the State of Louisiana, and then reaching far out into the Central North, Middle West and Southwest, the two great systems owning the Terminal Company, namely,

NEW PASSENGER DEPOT.

Missouri Pacific Railroad

and the

Texas & Pacific Railway

gather up and pour into New Orleans through these magnificent terminals the products of a greater territory than any others system, or combination of systems, serving this port.

GENERAL FREIGHT OFFICES.

OUTWARD FREIGHT DEPOT.

The Illinois Central and Two Notable Events

"Some day we will have to admit that New Orleans is a great metropolis for trade and commerce," said the Chicago Evening Post in a recent editorial, entitled "The Nation's Southern Gateway." "Some day," the editorial continued, "we will have to talk about New Orleans in terms of bank clearings, income tax, imports and exports, forest, mine, farm and factory productions. Some day we will have a lake-to-the-gulf canal, and New Orleans will be Chicago's seaport, and we will feel the kinship and familiarity of close business intercourse." Then, after speaking in friendly spirit of a specific local matter, it went on to say of New Orleans in general that it "is the nation's southern gateway—that must be conceded. The importance of that fact is going to be recognized increasingly. New Orleans will not need the Mardi Gras to advertise it. The traffic of the country will flow to it in rivers of ever-growing volume and wealth and population will multiply. New Orleans cannot help being great. If New Orleans wants to be great after the manner of modern cities and in the way that can be set forth in statistics, we suppose we should be glad and congratulate her." Such generous recognition of New Orleans' greatness from the outside world cannot fail to be gratifying to its citizens and to its hosts of friends all over the country who became cognizant, long since, of the importance and real strength of the Crescent City. Many of these friends have been contributing agents in the development of New Orleans along commercial lines, and of them, none more so than the Illinois Central Railroad. In fact, it is entirely within the line of modesty to state that the Illinois Central and its proprietary line, the Yazoo and Mississippi Valley Railroad, have always been and still are, large factors in the commercial upbuilding of New Orleans. It has always been maintained by the management of these roads that the Crescent City is naturally the port of distribution for the great central valley of the country through and tributary to which the lines of the "Central Mississippi Valley Route" run; in recognition of which fact persistent effort is constantly being made by these roads for the development of traffic in this direction. As an evidence of this thought, it is necessary but to mention the facilities that have been developed by the Illinois Central within the city limits of New Orleans; many of them made possible through the progressive administration of Mayor Behrman. Included in the facilities may be mentioned its large number of freight houses devoted to the shipment of oranges, lemons, rice, sugar, fresh meats, fruits, vegetables and bananas; the one devoted to the banana shipment being located on a wharf and having a large capacity for fruit cars into which the bananas are transferred direct from the steamer, and immediately upon being loaded are sent on their way toward the north as fast manifest freight. Facilities for handling cotton are fully commensurate with the large business done in that staple, and the river frontage, with wharves accessible to the Illinois Central tracks, which are used in connection with the exports, covers the extent of about three and one-half miles and includes proper sheds and houses for the efficient handling of timber, grain and other merchandise. The Central Mississippi Valley's terminal yards at New Orleans has a storage capacity of eight thousand cars, while its present elevator capacity for handling grain is eight hundred cars daily. It has ample provision for the rapidly growing business of local shippers, and finally, for vast amounts of corn that are exported through the port the company has erected with accompanying docks, the Stuyvesant Docks elevators, with their accompanying roofed wharves, freight houses and warehouses.

The New Orleans, Chicago, St. Louis "Panama Limited" of the Illinois Central.

An Expert Ladies' Maid Is Carried on the Panama Limited.

But even greater than all this, which, in a way, is what may be called of "local" nature, are the unsurpassed and vast traffic facilities for carrying the products of the world from and to New Orleans to and from all parts of the country. Many notable achievements have been made by the Central in the matter of linking with efficient passenger and freight train service the great southern metropolis of New Orleans with the principal business centers of the rest of the country. But this latest of these achievements is the inauguration of the "Panama Limited" on November 16th, 1916. Its record for being on time ever since, and its popularity with the traveling public from the day of its first run to the present, has made it one of two notable events in the history of New Orleans, the other event being the progressive administration of Mayor Martin Behrman.

In brief, it may be said of the Panama Limited that it is a train inaugurated as a most important factor in the upbuilding of commercial and social relations between the cities of New Orleans, Memphis, St. Louis and Chicago, as well as the vast territory tributary thereto; and that it is a no-extra-fare train, making the run between New Orleans and Chicago in twenty-three hours, and between New Orleans and St. Louis in nine teen hours. It was specially built from engine pilot to observation platform for the fast service it performs; it is all steel throughout and electric lighted, and incorporated in its equipment are the latest thoughts in matters of large and small details for safety, comfort and convenience. In decorative style it is in harmony with the refined taste of the day; and as a whole the "Panama Limited" is the peer of any limited train in the country. Its equipment consists of a buffet car, a dining car, drawing-room sleeping car, and a composite sleeping car containing four compartments, two drawing rooms and a library and observation section. In this last, the composite car, a drawing room and compartment or two or more compartments may be used en suite. Included in the conveniences of the train is a barber shop, shower bath, lady's maid (manicuring, hair dressing, etc.), valet service and telephone service before departure from Chicago and New Orleans.

The Obeservation Platform.

The Barber's Apartment Is Up to Date.

The departing and arriving time at its terminals is such as to break the usual monotony of a long-distance run, and it is a common remark of patrons on reaching their destination that in all their experience of travel never did the hours seem to slip away so quickly as on the Panama Limited.

SOUTHERN PACIFIC LINES

The Louisiana Lines of the Southern Pacific Lines have for many years been indissolubly connected and identified with the development and commercial upbuilding of the City of New Orleans.

It was sixty-four years since that the citizens of the Crescent City were apprised by the then daily press, the "Picayune," that the first train of the "Opelousas & Western Railroad" would operate into the territory west of New Orleans, on the first leg of the proposed development into the country of the Attakapas, afterwards made famous by the American poet, Longfellow, in his immortal story of "Hiawatha" as the "Land of Evangeline."

It was a memorable day in the history of the city in the big bend of the Mississippi when the initial trip over the Opelousas & Western announced the opening of the new trade territory west of the great yellow river. It meant the blazing of a trail into a country almost inaccessible, except by portage through the alluvial forests of cypress and gum, and through a section of swamps and quaking prairies, which drainage had not then made available for the high-class agriculture which to-day characterizes the route of the now Southern Pacilc Lines as it runs into the sunset and into the lands of California and of the great States lying intermediate between the Pacific Coast and Louisiana.

The organization of the Morgan's Louisiana & Texas Railroad & Steamship Company took place in March, 1878, this company taking over the Opelousas & Western Railroad. The western terminus of the road was at the little town of Brashear, later changed to Morgan City, on the east bank of the giant Atchafalaya River, eighty miles west of New Orleans. Connection was made with Texas and the West by means of a fleet of steamers plying between the terminus at Morgan City and the ports of Texas. These ports, until the gradual termination of steamer traffic, due to the building of the Morgan road directly into the West, were Galveston, Rockport, Indianola, Port Isabel and Houston. The fleet was composed of a line of sidewheel steamers, all of which are now either at the bottom of the Gulf of Mexico or otherwise destroyed. Up to 1879 several of the ships were very attractively equipped and formed practically the only convenient means of communication between New Orleans, via Morgan City, and the West. Of this the ship "Gussie" fired the first gun in the Spanish-America war. The others, "Josephine", "I. C. Harris", "Whitney", "Morgan", "St. Mary", "Harlan", "Hutchinson", City of Norfolk", "Austin", long since ended their careers through the ordinary vicissitudes of age and operation. The smaller ships, as they disappeared, were replaced by larger and more modern vessels, established in other routes, and to-day the Southern Pacific steamers plying between New Orleans and New York are among the best in the world, and are possibly the finest coastwise steamers in this country.

The Southern Pacific Lines at New Orleans is one of the fundamental factors in the commerce of this city. It traverses the wonderful alluvial delta of the Mississippi and Atchafalaya Rivers, from which comes much of the sugar and practically all of the rice grown in the State of Louisiana. It places in direct and easy touch the highly-developed sections of the Teche, Opelousas, Vermilion and Calcasieu districts. It diverges from its main line at Lafayette and branches into the Red River Valley at Alexandria. South from New Iberia it reaches and brings into production the wonderful salt mines at Avery's and Week's Islands—the most unique salt deposits in America.

Also at Lafayette it diverges north to Baton Rouge, connecting with the Illinois Central at that point. From Lafayette, also, it ramifies the most productive and oldest-settled portions of the Opelousas prairies, many quaint and thriving cities and communities being located along the line.

The Line owns in New Orleans and immediately across the river much valuable terminal property and facilities. It has a complete official, traffic and operating organization with general offices in New Orleans. It operates into and out of that city ten splendid passenger trains daily, four of them being transcontinental trains between this city and San Francisco, the others serving all local stations within the State and many in the State of Texas.

All-steel trains are a feature of daily operation, while automatic electric block signals, ninety-pound steel rails, heavy gravel ballast and oil-burning locomotives combine to make the Southern Pacific Lines the peer of any road in America. A splendid dining car service is a prominent feature of all through trains, and all passenger equipment is thoroughly modern and up to date.

Alabama & Vicksburg Railway Company
Vicksburg, Shreveport & Pacific Ry. Co.
"VICKSBURG ROUTE"

Although the Alabama & Vicksburg and the Vicksburg, Shreveport & Pacific Railway Companies, commonly known as the "Vicksburg Route," are not terminal lines in New Orleans, they are, however, so closely connected with New Orleans by the following railroads:

Southern Railway System (New Orleans & Northeastern), at Meridian, Miss.
New Orleans Great Northern and Illinois Central Railroads at Jackson, Miss.
Yazoo & Mississippi Valley Railroad, at Vicksburg, Miss.
Missouri Pacific and Texas & Pacific Railways, at Tallulah and Monroe, La.
Louisiana Railway & Navigation Company and Texas & Pacific Railways, at Shreveport,

that they are a most important factor in distribution of merchandise and other traffic to and from New Orleans, especially to points in Mississippi and North Louisiana, tributary to New Orleans, and superior freight service is maintained betweeen these points and adiacent territory.

The passenger service of the Vicksburg Route includes through sleeping car service and modern day coaches to Birmingham, Atlanta, Chattanooga, Cincinnati, Washington, Baltimore, Philadelphia and New York, and through trains are operated to Atlanta in connection with the Southern Railway System, with dining cars serving all meals en route.

Through sleeping cars are operated between Monroe and New Orleans, via Jackson and Illinois Central, which is a great convenience to the people in North Louisiana and Mississippi who have occasion to visit New Orleans.

The Vicksburg Route maintains their executive and general offices in New Orleans. In addition to the officers of the road being located in this city, several hundred clerks and employees are given employment and reside here with their families.

With the possible exception of one other road, they employ more people in their general offices than any initial line entering the city.

The management is very much interested in the upbuilding of that section of the country through which it traverses, and many improvements are constantly being made which enables the road to handle the increased business with the greatest ease.

The officers and employees are also greatly interested in the upbuilding of the Crescent City, as they reside here.

NEW ORLEANS RAILWAY AND LIGHT COMPANY

The New Orleans Railway and Light Company is essentially a public utility corporation, assembling together the various lines of street railway, and manufacturing and dispensing electrical energy and gas.

Public utilities is work performed by communities or corporations for the essential benefit of the people. In all communities quasi-public corporations are formed for the purpose of giving the people the greatest comforts and conveniences at the smallest cost possible at the same time deriving sufficient revenue and gain to be reimbursed for the cost of operation and giving to those who furnish the capital invested and aid in development of these various plants a fair rate of interest. Organizations of this kind should be fostered and encouraged, for the people derive the greatest benefit and good from them. Fair treatment for these corporations by the community with whom they are constantly in touch means a stimulant to their progress and of the city's industrial development and growth. Unfair treatment will either drive them away or reduce their efficiency. Were it not for outside capital brought into the City, we would be ranked as an undeveloped territory, and neither transportation conveniences, benefits and industrial progress would have been possible

The advent of outside capital should deter criticism against it for having faith enough in the fututre to come into any community. They should be encouraged to do so in a legitimate way, for the introduction of large capital—large amount of expenditures in these various plants will perforce bring forth much happiness and prosperity that will be enjoyed by all those in the whole community. The Railway and Light Company is a huge corporation, always has regarded criticism as constructive, and it has always met it with favor; complaints are not unwelcome, for upon receipt of any criticism the cause is immediately ascertained by the proper official and every reasonable effort is made to correct or to remove it. This corporation, operating the gas, electrical and street railway systems is always glad to receive complaints of any kind with a view to correcting the same.

Traction Companies afford quick transit from one section of the City to another at a small rate of fare. Its introduction and construction is not only beneficial to the person of moderate means and bringing within the reach lands of smaller price than in the center of the city, but prove a great boon by moving them from the congested districts to a zone of health. Their improvements develop these lands, which, otherwise, remain idle, and the City is greatly benefited by increased revenues in the shape of taxes from the development of these lands, which soon become very valuable. The various lines of the New Orleans Railway and Light Company radiate through every portion of the City and give easy access to every park, to every place of public im-

portance, to every resort, and make it of great benefit to the people, for, with the system of transfers inaugurated by the Company, additional facilities are afforded which otherwise would not have been obtained. Belt lines have been created encircling the entire city, giving not only great accessibility to every section but affording means of showing to strangers the most beautiful, quaint and historical portions of the city. The advent of transfers has in reality reduced the rate of fare, enabling them to reach these remote sections with no increased charge. The Company has to-day 218 miles of single track and 584 motor passenger cars to operate upon these tracks and give these facilities. This method gives employment to over 1800 men, to aid them in maintining and supporting their families, and the maintenance, the care and rehabilitation of these cars, tracks and transmission lines are constantly going on. Additional extensions are constantly made at considerable expense, which always redounds to the interest of the people. In order to show the magnitude of the public travel, there were carried in 1916 87,680,288 revenue passengers and 25,173,015 transfers, making a total of 112,853,303 passengers that were carried to their various places of employment, their homes, etc. The establishment of the Spanish Fort has given to those who remain in the city in the summer and are unable to leave a source of enjoyment which otherwise they would have been deprived of. The benefits of this park, the music and the various concessions afford an opportunity to the people to spend a pleasant evening on the shores of that beautiful Lake Pontchartrain. The park is shady and offers shelter, and no better place can be had for a day's outing.

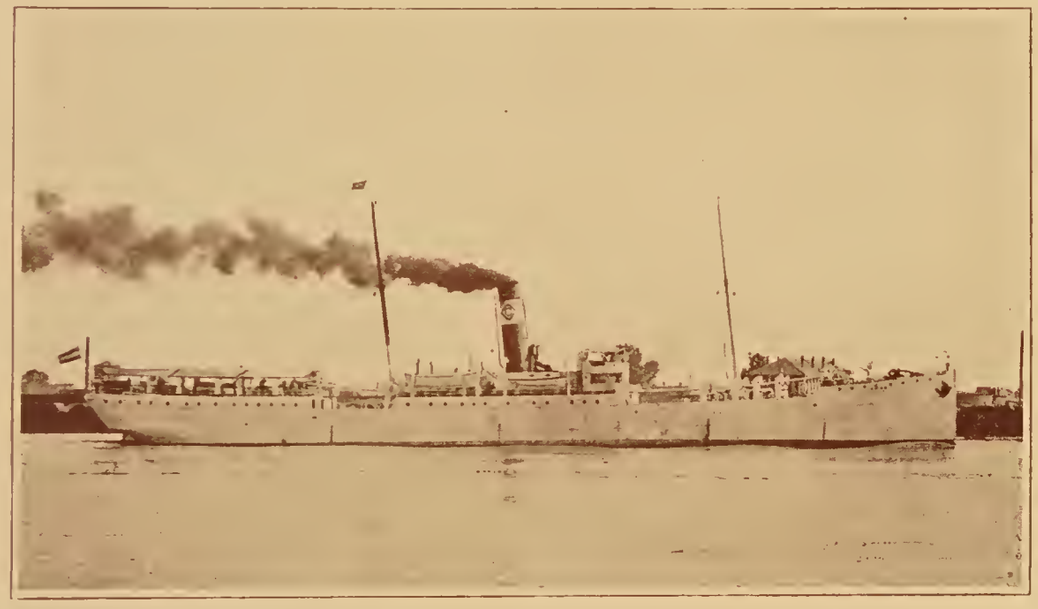
ELECTRICITY.

The electrical branch of the service is a great representative of progress. It is the advent of civilization; it is a power, although in its infancy, that has lessened very much the burden of mankind. It is a great system of public utility. It provides lighting of greater brilliancy, it possesses power of valuable assistance to manufacturers, it cheapens the cost of illumination. It has been applied to vehicles, trucks, vans and autos, increasing their usefulness and doing away with the cumbersome method of using animals, and all this is done in a better way and at a lower cost. In the use of machinery it has lessened the space of location and cut down the cost of operation.

(Continued on Page Sixty-Six.)

Cuyamel Fruit Company

Planters—Importers—Distributors



The largest single industry in Central America is the cultivation and exportation of bananas and represents investments of many millions of dollars. The Cuyamel Fruit Company is an organization devoted exclusively to the production and importation of bananas, and has extensive plantations near Cuyamel, Spanish Honduras, where the main offices, shops, etc., are located One hundred miles of main line and branch railroad are operated to bring the fruit to the port of Omoa, and a fleet of steamships, on a semi-weekly schedule, for its importation into the United States, through the port of New Orleans, where it is loaded into cars and distributed, by the various selling agents, throughout the United States and Canada.

Kerr Steamship Company

Among the highly successful enterprises which have grown up from the war conditions and the general increase in shipping at New Orleans is the Kerr Steamship Line of New York and New Orleans, which does a large part of its business through New Orleans. The Kerr Line is a development of the business of H. F. Kerr, of New York, one of the best-known freight-forgarding agents of the North Atlantic Seaboard, and its great success both at New York and New Orleans is due to the keen business acumen of the founder. Mr. Kerr was one of those who first foresaw the great boom in steamship business and the big demand for tonnage, and he prepared himself for the emergency. He first acquired a controlling interest in the Caribbean and Southern Steamship Lines, which was formed primarily to look after the transportation of sisal, or Mexican hemp, from Progreso and the Peninsular district of Yucatan to New Orleans and New York, This development was the result of a reciprocal trade between New Orleans and Yucatan cities subsequent to the arrangement for a credit loan of $10,000,000 to be made by a syndicate of New Orleans banks to the sisal planters of Yucatan through an organization known as the Regulating Marketting Commission for Henequen, or sisal, of Yucatan. Through this means New Orleans became the largest American importing point for sisal in bales and a reciprocal trade in various kinds of machinery, supplies, drugs, cotton goods, fuels, foods, grain and various other commodities, which was estimated to amount to some $12,000,000 per annum, developed. It was to handle this business that the Caribbean and Southern Steamship Company was formed. At one time it operated something like six steamships a week loaded with sisal bales on the up trip and the merchandise from various New Orleans firms for return cargo.

The success of the Kerr Line became so marked that its ambitious founder began to acquire ships by sale or charter to operate in all parts of the world. The greater part of its operations were specialized in the Caribbean territory and the West Indies, and as business increased Mr. Kerr and his associates absorbed the old Caribbean and Southern Steamship Company and began some months ago to operate its ships under the name and flag of the Kerr Steamship Line, and also looked after the business of the several ships owned by the Caribbean and Southern and a line of chartered boats obtained to haul surplus henequen freighted to market or storage here from Yucatan ports. Mr. Cowley was continued as New Orleans manager of the Kerr Line, and he became active in promoting the trade between New Orleass and the tropics. The work of the Kerr Line in this development of business has been remarkable in its effect on the population of New Orleans. Through the commencement of commercial relations between New Orleans and Mexican ports, for instance, numbers of prominent Mexicans have brought their families up to New Orleans to live for extended periods, and their coming has resulted in the spending of large sums with the local merchants for clothing, supplies, luxuries of all kinds, automobiles, machinery for the operation of plantations, stock of merchandise for commissaries on farms, drugs, chemicals, staple groceries, leather goods, sporting goods; in short, everything which can be utilized in the business of a people who depend on a neighboring country for practically everything they eat, wear and use. The Kerr Line, through the operation of its steamers, has fostered this trade and made New Orleans one of the leading ports for Mexican exports and imports in the world. Mexican business men of ability have come here to engage in the business of supplying the wants of their fellow-countrymen, and several large importing and exporting firms have thus been founded. The Kerr steamers make several sailings a week from New Orleans, according to the number of bales of sisal booked for the upbound cargoes. With each return cargo the vessel is loaded down with general merchandise of all kinds, and not infrequently the aggregate values of these consignments are in excess of $500,000. The operations have been remarkably successful and free from serious accident to the ships or their crews. The vessels are of large capacity, and are kept up to a standard of fitness which makes them attractive to merchants who desire to ship goods for import and export which will arrive in a good, marketable condition and as free from claims for damage as possible.

Bluefields Fruit and Steamship Company

In the days when the American people were first learning of the value of the banana and other tropical fruits as food, the Bluefields Steamship Company was formed from the consolidation of a number of the smaller companies engaged in the raising and exportation of bananas and plantains from Nicaragua. Steamships were operated with weekly sailings to Mobile and New Orleans, and thousands of bunches of luscious fruits brought into the Gulf ports to be distributed throughout the markets of the country. The company prospered for a number of years and acquired holdings along the Escondido or Bluefields River, in Nicaragua, which were of immense value. At one time it is estimated that this company possessed over 80,000 acres of the best banana lands in the world, bordering the fertile lands of the Escondido, Mico, Rama and Cama Rivers. Hundreds of employees were kept at work, and the company soon became a powerful factor in the business and politics of the country. Its managers negotiated a loan of $5,000,000 with the Ethelburger syndicate of English and Dutch bankers, and for this were given by the then Dictator, General Jose Santos Zelaya, an exclusive right to the navigation of the Escondido River and its tributaries. The fall of the Zelaya regime and the opposition of various planters led to its downfall, and sensational suits were filed in the Federal courts of the United States by the stockholders against the United Fruit Company for alleged manipulations which were said to have ruined the company. These were tried at Philadelphia, and the United Fruit Company was acquitted. The company's assets were sold at a received's sale, being bought by the Bluefields Fruit and Steamship Company, an enterprise formed by Victor Camors, of New Orleans, and thus far the new company has had remarkable success. Mr. Camors formed the Bluefields Fruit and Steamship Company and became its President. Charles de Lerno is Vice President and General Manager, and A. B. Orr, a veteran banana man of Nicaragua and Mobile, is the Treasurer. Under the wise administration of President Camors the company has commenced to raise cattle on an extensive scale, and has imported a number of fine bulls into the country along the Bluefields River to grade up the native stock.

New Orleans Dry Dock & Ship Building Co.

Among the most important industries of the city, and certainly one of prime significance to the maritime supremacy of New Orleans is the New Orleans Dry Dock and Shipbuilding Company, of which Mr. Pearl Wight is the President. The enterprise is equipped to take care of every class of shipbuilding and repair work, and is equipped with two large dry docks which are capable of handling any vessel which comes into the New Orleans harbor up to 5,000 tons gross capacity. In addition there is a marine ways, at which ships of large tonnage have been built throughout, and a large machine shop and material yards adjoining.

The corporation has been remarkably successful since its foundation, and the demands for its services have forced it to make large improvements during the past few years. Dry Dock No. 1 of the plant can handle a ship 370 feet long and up to a capacity of 5,000 tons. Dry Dock No. 2 is equipped to handle ships or other vessels up to 2,000 tons capacity, and can handle any vessel up to 250 feet in length. This dry dock is especially suitable for the building and repairing of steamboats, and there is rarely a time when some steamboat or barge is not on the ways under construction or repair. The marine ways also has been busy continuously for several years, and have every shipbuilding facility in the country, and numbers of wooden ships, as well as steel hulls, have been rebuilt or rehabilitated on them. The shipyard engine and boiler works is one of the most complete in the country, and the shipwrights and caulkers employed, as well as all other mechanics and foremen, are the most expert to be had in their lines. A special corps of expert marine engineers and draftsmen is also employed, and ship or other vessel plans can be furnished at all times.

The officers of the company are among the best-known business men of New Orleans or the South. Pearl Wight, President; Geo. A. Hero, First Vice President; Ira E. Wight, Second Vice President; Morris Stern, Treasurer; J. D. O'Keefe, Secretary, with offices at 1403 Whitney Bank Building.

M. C. Sins & Company

The rapid growth of a business institution which may be traced to some one individual, an organizer of high-speed, high-powered, quick-thinking and untiring working power, is well illustrated in the firm of M. C. Sins & Co., freight forwarding brokers of the Hennen Building, at New Orleans. Mr. Sins is just that kind of an individual, and he has built up his business in a manner which has been surprising to the old heads in the freight-forwarding business of the Gulf and South Atlantic States. Though but twenty-eight years of age, Mr. Sins has created an institution in the freight-forwarding business which extends from the Atlantic to the Pacific Oceans and from the Gulf to Canada. The general offices of M. C. Sins & Co. are at New Orleans, of which Mr. Sins, a native, is the founder. In that city Mr. Sins has the reputation of being a hustling youngster who never lets any grass grow under his feet when it comes to making a booking or chartering a vessel to fulfill the wishes of a principal.

Mr. Sins got his early training in the best of all schools—the practical railroad office. He acquired a wide knowledge of rates and conditions in the Gulf and South Atlantic, and just before the beginning of the European war he polished off that knowledge by several years' experience as the chief clerk in the largest freight-forwarding office in the South, that of J. H. W. Steele & Co. This gave him the foundation that he wanted, and his natural good sense and conservative hustling took him the rest of the way. There was all the chance in the world for a hustler during the first two years of the war, and Mr. Sins proved himself fully equal to his opportunities. He specialized in the booking of cotton, oil and flour, and nothing in the shape of a freight contract was too big for him to undertake. He delivered the goods, too, which made him all the more solid with his principals, so that when he went back for more business it was there for him in chunks.

Mr. Sins is know as "Mike" among the freight brokers and the shipping trade in New Orleans, and as "Mike" he is affectionately known by the clerks and employees of his offices throughout the country. He is regarded as one of the best-posted ocean rate men in the South.

United Fruit Company

Among the factors of greatest importance in the upbuilding of the trade of New Orleans with Hispano-American countries, none has assumed greater prominence than that of the United Fruit Company. This company has made New Orleans the leading banana-importing center of the world, handling something over 15,000,000 stems of fruit annually by means of lines of passenger and refrigerated steamers making almost daily voyages to various tropical ports in Honduras, Mexico, Guatemala, Cuba, Jamaica, Costa Rica, Panama and Nicaragua. The freight service of the United Fruit Company out of New Orleans is the most reliable connection of New Orleans and Mississippi Valley States business men with Latin America, and has been built up from small tonnage to ships carrying 5,000 tons net capacity. Excellent passenger accommodations for tourist traffic to Cuba and all parts of Central and South America are also afforded, and good hotels have been erected to give the passengers first-class accommodations.

W. R. Grace & Company

When enterprise and progress in Latin-American commercial development are mentioned the name of W. R. Grace & Co. comes first to mind; for this enterprise has been the pathfinder of American commercialism in all Hispano-American countries. And not only that its branches extend to every important commercial center of the globe, from Canada to the farthest point in Argentine and Chile, from London to Petrograd, in Africa, in India and in the far-off Orient, all form parts of a chain of Grace houses, embracing over two hundred agencies which center their activities from the home office in New York City. The New Orleans Branch of W. R. Grace & Co. was established in 1912, as a tributary to the San Francisco Branch. It is believed that the New Orleans office, on account of its commanding geographical position, will eventually be one of the most important branches of the Grace corporation. It is at present engaged in development of improved trade relations between the United States and the countries of Latin America and the West Indies. The Grace Company business is not confined to one line, but includes imports and exports, operation of steamship lines, engineering projects, mining, cultivation of sugar, banking and the importation and forwarding of nitrates.

ASSOCIATED BRANCH PILOTS

Among the facilities of the port of New Orleans which have participated in its maritime and commercial supremacy, none are more important than those afforded by the Associated Branch Pilots, who operate the bar pilotage into the Southwest and South Passes of the Mississippi River. This association has commanded the admiration of the pilots and sea captains of the maritime world for the skill and knowledge of the bar pilots, and their coolness in time of stress and danger. The service is an acknowledged asset of New Orleans and the State of Louisiana, and has been recognized as a State agency of no mean importance. The bar pilots first organized themselves into the present efficient body about 1876, and the present Superintendent, Captain Ben Michel, was among the charter members. At that time the pilotage business of the port was carried on in a haphazard fashion, a group of unorganized pilots making races in fast schooners to the ships as they were sighted, and the first and fleetest of the racers getting the fees. Now everything is systematized, and the bar pilots have efficiently equipped stations and lookouts at South and Southwest Passes, where ships are hailed as soon as they reach the bar, and a powerful pilot boat goes out to take the pilot and render any other service found necessary. The services of this association have been so thoroughly recognized by maritime men of America that Captain Ben Michel has for several years past been elected the President of the American Association of Bar Pilots, and spends a great portion of his time in Washington looking after legislation necessary to protect the pilots and promote the welfare of the maritime interests. Among the steamship men the bar pilots' association has been frequently praised for its valuable and timely services, and it is an acknowledged fact that New Orleans obtains a lower insurance rate by reason of the feeling of safety of the maritime insurance companies in the operations of bar pilots handling ships into and out of the river. At various times the bar pilots have been instrumental in saving ships and numerous lives during storms off the mouth of the river, and their unhesitating bravery in going into any sea has won them plaudits in song and story. A recent example of this was the saving of the steamship Antilles in the tropical hurricane of 1915, by bringing her safely into the river.

The Mexican Navigation Company

One of the oldest steamship companies in Gulf waters, owns and operates the following steamers: S. S. Coahuila, Jalisco, Mexico, Tabasco, passenger and freight; S. S. Sonora, Sinaloa, Oaxaca, Tamaulipas, Tehuantepec, Sofia, freight. Of these the S. S. Coahuila, S. S. Jalisco and S. S. Mexico are modern passenger steamers, recently constructed by this company and especially equipped for the tropical travel which will resume upon the conclusion of the present world-wide hostilities. Particular attention will then be paid by this company to the development of a weekly direct passenger service to the three principal Mexican ports, and no effort will be spared to divert, through this port by water, a large share of that travel which a few years ago passed through here over rail via the Texas border to our southern neighbor. The S. S. Coahuila, S. S. Jalisco and S. S. Mexico are to be an attraction of this service, as they are among the finest passenger steamers entering this port.

The freight service of the Mexican Navigation Company is very important to New Orleans. It established an office in New Orleans in December, 1914, for service between New Orleans and Mexican ports. Its general office was located in Vera Cruz, and previous to the opening of its New Orleans office and continuing it operated in the Mexican coastwise and Cuba to Atlantic ports trade.

At the beginning its service from New Orleans to Mexican ports was irregular, but sailings were maintained in keeping with the tonnage offering. Abreast with local

and interior business interests seeking to develop trade with Mexico, this company, through its Vice President and General Manager, G. Abaunza, and its local force, two of whom, Andre Bouligny and E. J. McGuirk, were recently appointed Assistant General Manager and Traffic Manager, respectively, labored arduously, to the end that tonnage to and from Mexican ports now demands the entire fleet of the company to care for it. A ten-day direct service is now operated between New Orleans and Tampico, Vera Cruz and Progreso.

The general office of the Mexican Navigation Company, formerly in Vera Cruz, is now located in New Orleans on the fifth floor of the Whitney-Central Bank Building.

SOUTHERN RAILWAY SYSTEM—Continued from Page Fifty-Six.

character. The new Finley terminal at Birmingham is an example of what has been accomplished. Large outlays have also been made for motive power and equipment for both freight and passenger service.

The extent of this work will be understood from the fact that during 1914, 1915 and 1916 there was spent for betterments and improvements on the Southern Railway proper $52,000,000. During the same period more than $16,000,000 was spent for like work on other lines of the System and on affiliated lines, making upwards of $68,000,000 spent in three years for the upbuilding of this great transportation plant, which is now one of the assets of New Orleans.

ALFRED H. CLEMENT & CO.

Foremost among the enterprises which have done things for New Orleans in a maritime way is the firm of Alfred H. Clement & Co., steamship and freight-forwarding agents. Alfred H. Clement, a man of initiative, is the head of this firm, and it is to the knowledge of Mr. Clement that the success of the firm is largely due. Mr. Clement was among the first of those who realized the commercial and exporting disabilities of the Crescent City and set his head to the restoration of New Orleans to her old pre-eminence in maritime affairs. At first his efforts met with scant success, but no amount of rebuff could convince him that he was of wrong opinion. He continued the fight undaunted, with the result that even those who were of opposite opinion were forced to adopt his views. Among his tactical victories of this character were those which resulted in making New Orleans a large exportation point for dressed lumber, hewn timbers and cottonseed products. When all the commercial world was bewailing the loss of steamship tonnage at the early part of the European war, Mr. Clement and his associates conceived the idea of utilizing the windjammers, or sailing ships. At this time many of these were laying up in harbors, some rotting, others being broken up for junk. By quiet maneuvering, Mr. Clement got hold of a fleet of these boats under charter for long terms, and before the shipping world was aware of his coup he had booked millions of feet of pine and hardwood lumber through New Orleans. In this way scores of mills were able to reopen which had been closed for months, and the beginning of the boom of the lumber business was at hand. This, however, was only one of a number of such enterprises conceived and carried out by Mr. Clement, and every victory has resulted in much good for New Orleans in a shipping way. To him was greatly due the restoration of a good portion of the cotton trade for New Orleans, as he took active charge of the readjustment of rates and paved the way for the formation of the Joint Traffic Bureau and the success of the Public Belt by his expert management of the free time and export situations. Mr. Clement is one of the younger business men of New Orleans who have been leaders in her restoration, and, though charged freely with being a knocker, it has been proved that his hammer was always for constructive purpose, and never a destructive one.

Mexican Import and Export Corporation

Another of the corporations which has come to New Orleans through the development of the general trade between the ports of Mexico and the nation's second port is the Mexican Import and Export Corporation, which has its offices in the Queen & Crescent Building, at Room Suite 505. The Mexican Import and Export Corporation, however, looks particularly after the reciprocal trade which comes to New Orleans and the Mississippi Valley cities through the importation of thousands of tons of general merchandise monthly through New Orleans and other ports. The company is agent for the Cia de Navigacion del Sureste, now doing business between here and Progreso, with

freight and passengers. It handles consignments of all classes of merchandise, both as a principal and as a freight-forwarding agency, and sees to it that all of its commissions are carried out to the satisfaction of the persons with whom it is doing business. Since the establishment of this firm in New Orleans last year it has handled many cargoes of general merchandise for planters and merchants of the State of Yucatan and other sections of Southern and Isthmian Mexico. Connections have been established with some of the leading flour mills, cotton mills, machinery houses, supply houses for electrical goods, building materials, drugs, chemicals—in short, every article used in the territory to be served—and the company is doing everything in its power to foster the increase of trade exchange between merchants and manufacturers of the United States and the planters and dealers of Mexico. Cordial relations have already been established and many orders have been placed by New Orleans firms and factories in this virgin territory. The local representative of the Mexican Import and Export Corporation is Senor Moises Garcia, a prominent business man of one of the foremost families of Mexico City, and the company is a branch of a larger New York firm. A large force of clerical assistants is retained, with William Ryan as the office manager, and with the arrival of every mail there are letters containing orders from the Mexican principals of the firm. These orders are sometimes very large, and on several occasions have been for thousands of sacks of corn or from 100 to 300 carloads of family flour, or corn meal, or stock feed. The Yucatan Peninsula is a rich country, but it imports practically all the food, clothing and fuel it uses. The company is busily engaged in extending the scope of its operations, and expects soon to have agencies in all parts of Mexico.

LOUISVILLE & NASHVILLE RAILROAD—Continued from Page Fifty-Five.

get their products, fresh and crisp, before the Eastern consumer, and afford the Crescent City a direct route to get the Summer crops from the South Atlantic territories.

New Orleans derives many advantages from its passenger service. It operates with its connections and without change, all-steel, thoroughly modern trains between New Orleans and the larger cities of the North and East, and by the considerate quality of its service and the historic and scenic attractions of the country through which it passes, it affords a means of travel at once most comfortable and interesting. The New Orleans business man, choosing the L. & N., may in less than forty-eight hours alight from the same car in the heart of New York City, and the care-worn Gothamite may invoke the service of this palatial carrier and, with ease, the comfort and the rest that would attend his hours at home, yet with the swiftness of an eagle, will be transported to that enchanting and rejuvenating clime of the Southland, where the Gulf breeze robs the Summer solstice of its fervid heat and steals the stinging rigors from the Northern blast,—that wondrous country, clothed in the verdant trappings of a never-ending Spring, beautiful in the rich profusion of its constant bloom, historic in its age, romantic in its legends, youthful in its possibilities, and captivating in its ever-radiating smile of care-free joy.

And in no part of the South can there be found a more salubrious and rest-giving country than the Gulf Coast from Pensacola to New Orleans, along which the only trains are those of the L. & N. Here thoughtful Nature grew prodigal, and her bounties blend into a climate unsurpassed. It is becoming one of the most popular watering places of the country, attracting alike the Southern excursionist, the Northern sojourner and the Eastern traveler; and it counts among its guests our distinguished President of the United States. The numerous hotels and Summer houses, with their broad verandas and flower-bordered walks that wind through moss-grown oaks and palmettoes, the placid waters and the sloping shores that give to boating and bathing enjoyments unalloyed, the abundant haunts of fish and game that afford an endless paradise to devotees of rod and gun, and the all-pervading sunshine that mingles with the salt-drenched breeze and mellows the temperature to a rare delight—all harmonize so ideally along this Southern shore that the visitor is overwhelmed with fascination, and his senses thrill with the joy of charming recreation or lull to sleep beneath the soothing spell of a drowsy, dreamy rest. New Orleans is extremely fortunate in possessing this veritable chain of watering places, linked as they are by the excellent and frequent service of the L. & N., almost at its door, whither it may go and cast into oblivion all its woes and vain regrets and the burdens of its busy days, and, paraphrasing the great bard—

"....let recreation and sweet repose
Knit up the raveled sleeve of care."

NEW ORLEANS RAILWAY & LIGHT COMPANY—Continued from Page Sixty-One.

There is no fire to start, no coal to consume, no ashes or waste to remove—no boiler explosion. The movement is simple—by turning on or turning off the switch, and the powerful piece of machinery works or stops. Nothing extra is paid for the power—only that which is consumed is registered at the meter. It has become so universal for general use that almost every manufacturer in the city is using it, and every newspaper, every progressive plant has adopted it. The City of New Orleans is lighted entirely by this power, and when the new system which is now being inaugurated and constructed is completed New Orleans will present a spectacle and can easily make the claim of being the best-lighted city in the United States. These lights are properly distributed so as to afford great benefit to the people, for they aid materially the authorities to police the various sections. The rates are reasonable, within the reach of everyone and it can be used by all. It requires machinery. There are now established to meet the wants of the electrical light and power and transportation service three great generating stations with twenty-two generators and a capacity of generators in KWS of 45050. There is established also eight substations with a capacity in KWS of 11,000, and the total KWS produced by these various stations for the year 1916 were 120,704,400. This immense production requires the attentive care of the President, General Manager and those in immediate charge of these stations so that the production may be constant, the distribution always on hand to assist in the transportation and in the lighting and power process.

GAS

One of the valuable parts of this system is the Gas, and there is no branch of public service that has produced and furnished more satisfactory results to the entire community than Gas. In this semi-tropical climate, this fuel has superseded coal and wood on account of its cheapness, it convenience and its adaptability. To the housewives, to the cook, it has been a great boon. No fires are left over; there is no kindling of wood to make, no ashes to remove. It is clean and satisfactory for fuel and heating. It takes only a minute to start a fire, and only a turn of the key to stop it. No aftermath and duress to those in charge. The Gas end is manufactured by the New Orleans Gas Light Company, the Company that was organized in 1829 under act of the State Legislature. It was authorized to do banking in the State, but this was later relinquished, and in 1885 the Supreme Court of the United States confirmed the exclusive right of the present company as granted by its charter to make and bend gas lights until April 1, 1925. To show how progressive the management of the Railway and Light Company is in its endeavor to meet the wants of the people: At the time the Gas Company was chartered, it was authorized to charge $6 per thousand cubic feet. In 1854 the price of gas was placed at $4.50, and the gradual reduction in the price of gas has been constantly made by the Company of its own volition, until to-day it sells at $1.00 per thousand cubic feet, which shows that, notwithstanding the rights granted to it, the Railway and Light Company is a public utility which is looking forward and is giving by its combination the greatest benefit to the entire community.

JOSEPH H. DE GRANGE, Secretary.

THE LATEST MODEL FERRYBOAT USED BY THE WESTWEGO AND WALNUT STREET FERRY COMPANY, MERCHANTS AND PLANTERS' FERRY COMPANY, LIMITED, UNION FERRY COMPANY.

Finance and Commerce

A Story About Our Farm Lands

Louisiana, without a doubt, has some of the richest farm lands in the world. This State during the past few years has made most satisfactory improvements in good roads construction, and as the work is mostly carried on by the Highway Department, Board of State Engineers, and as these roads are to be kept up by their department of construction and maintenance, you can feel assured that these splendid roads will be kept in most satisfactory condition.

The Board of Equalization at Baton Rouge, which passes on the assessments of properties in Louisiana, is working hard to establish uniform values all over this State.

The climate in Louisiana is most ideal for the farmer, and he can secure labor at a reasonable rate.

Do you realize that there are good, rich farming lands in Louisiana that you can raise several crops a year on, and then let the land rest for three months in the year? Realize this and you will commence to appreciate what this land is worth.

After consulting real estate men from all over the United States, the writer feels convinced that you can raise more to the acre in one year on an acre of Louisiana soil, and pay less proportionately for said acre, than any land in the United States.

The tide of immigration has turned to Louisiana, so visit New Orleans and look over our surrounding country and see for yourself what a great place Louisiana is to live in.

Visit Louisiana's wonderful mineral resources, sulphur, oils, salt and other mineral deposits. See the orange and pecan groves, timber tracts and the greatest truck lands you have ever seen.

Come to Louisiana via auto over the National Highways or by tran or steamer.

W. E. HUGER,

Farm Lands, Hennen Building, New Orleans, La.

The New Orleans Underwriters Agency

THE NEW ORLEANS UNDERWRITERS' AGENCY was organized and began operating January 1st, 1914, and, therefore, can be classed as one of the youngest institutions of our city. Nevertheless it has grown into such prominence that it can now justly claim to be the "Leading Insurance Agency" of New Orleans.

It is managed by a thoroughly efficient expert in each branch of the insurance business which it undertakes.

When we mention the name of its officers and directors, together with the managers of the various departments, the public at a glance will be convinced that the management of this institution is conducted along broad and progressive lines.

The Officers are: Mr. James B. Ross, President and General Manager; Mr. J. W. Alexander, Vice President; Mr. William P. Maus, Secretary-Treasurer, all of whom are members of the Board of Directors, and in addition Mr. J. W. Bolton, of Alexandria, La., where he occupies the position of President of the Bank of Rapides, and is, therefore, one of the leading business men in Central Louisiana, and with Mr. Allen E. Turner, comprise the Board of Directors.

The various departments are under the supervision of experienced men in their partcuiar lines of endeavor—Mr. S. Lacy Dickerson, occupying the position of Manager of the local department; and Mr. Ralston S. Cole, Manager of the Marine Department.

JAMES B. ROSS,
President and General Manager.

Soon after the organization of the New Orleans Underwriters Agency, their President visited the young but rapidly growing city of Bogolusa, and, foreseeing the opportunity, purchased a local agency operating there, and thereby established a branch office at Bogalusa, which is under the management of Mr. Thos. D. Copeland. This branch office has grown in proportion equal to that of any local insurance agency in the State, with the exception of those located in the City of New Orleans.

The New Orleans Underwriters Agency is conducting its affairs in a building it purchased when the corporation was organized, located at No. 308 Camp Street, this location having previously been the Home Office of the Sun Insurance Company of New Orleans for more than forty years.

This institution is to-day representing some of the most prominent American and English Insurance Companies. A glance at the following list will convince anyone as to the absolute correctness of this statement:

(Continued on Page Seventy-One.)

George S. Kausler, Limited

Among insurance agencies of the South the firm of George S. Kausler, Limited, with office at No. 409 Hibernia Building, General Agents of Fire and Marine Companies, holds a position of eminence. George S. Kausler, President of the company, started in the insurance business 20 years ago as Vice President of the Wm. M. Railey & Co., Ltd. On the withdrawal of Mr. Railey the firm name became Mehle & Kausler, which continued for some time, when, at the withdrawal of Mr. Mehle, the present name of the general insurance agency was adopted and Mr. Charles S. Mathews, a prominent sugar planter, became Vice President, with M. V. Higbee as Manager of the Marine Department.

George S. Kausler, Limited, represents the following fire insurance companies as local agent: Phoenix Insurance Company of Hartford, Conn.; Aetna Insurance Company of Hartford, Scottish Union and National Insurance Company of Edinburgh, German-American Alliance Insurance Company of New York, Liverpool and London and Globe Insurance Company of New York, Franklin Fire Insurance Company of Philadelphia, and Hanover Fire Insurance Company of New York.

The Marine Companies represented are: United States Lloyds, Indemnity Mutual Marine Assurance Company, Limited; Royal Exchange Assurance, Tokio Marine Insurance Company, Limited.; the Hull Fire Insurance Company, and Liverpool and London and Glove Insurance Company, Limited.

For fire insurance on vessels the companies are: The Liverpool and London and Globe Insurance Company, Limited; the Scottish Union, and the German Alliance. The Kausler Agency takes risks on cargoes for the entire Mississippi Valley.

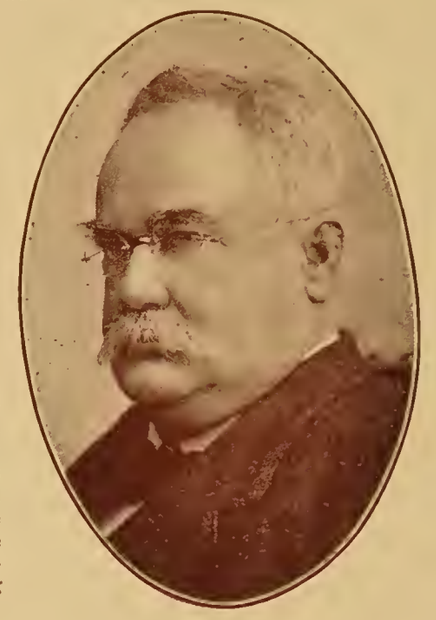
Arthur Mendes & Company

This firm was established in 1904 by Mr. Arthur Mendes, now deceased, but prior to this Mr. Mendes represented some of the companies since 1884.

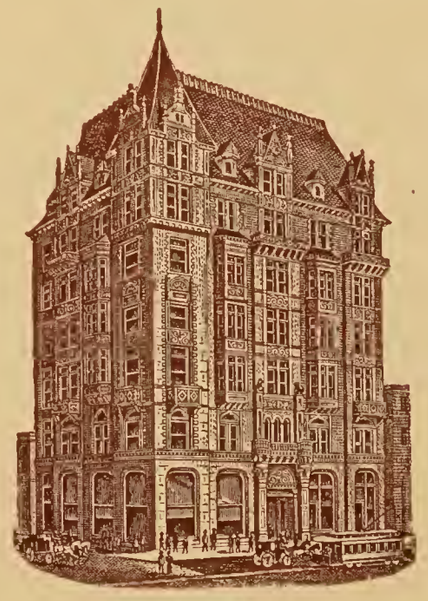
The business is now under the management of Geo. P. Faure, President, and R. G. Mendes, Secretary-Treasurer, who have steadily increased the facilities of this office for handling marine and fire insurance, representing some of the strongest English and American marine companies, as well as several staunch fire insurance companies, and also have special facilities for war risk insurance, and are, therefore, prepared to meet the requirements of the insuring public at lowest available rates, representing the following companies: British and Foreign Marine Insurance Company, Ltd., of Liverpool, England; Standard Marine Insurance Company, Ltd., of Liverpool, England; Phoenix Insurance Company of Hartford, Conn. (Marine); American Central Fire Insurance Company of St. Louis; Commercial Union Insurance Company of New York; Firemen's Insurance Company of Newark, N. J.; Insurance Company of the State of Pennsylvania, Philadelphia; Phoenix Insurance Company of Hartford, Conn. (Fire).

C. S. MATHEWS

C. S. Mathews, owner of Georgia Plantation, in Lafourche Parish, and the Plantations known as Gayoso, New Hope and Home, is one of the most successful and enterprising sugar planters in Louisiana. Mr. Mathews first assumed charge of Georgia Plantation (a magnificent estate which has been in his family 107 years, having been first owned by Louisiana's first Chief Justice, the Honorable George Mathews, and his wife, Harriet Flower Mathews) forty years ago. During his successful administration of the property Mr. Mathews has increased his holdings to more than four times the original acreage, besides adding a handsome sugar refinery and numerous other costly equipment. Chief Justice Mathews was one of the very earliest sugar planters in Louisiana, and his skill in management has come down to his grandson. Mr. C. S. Mathews was among the first of the South Louisiana planters to realize the value of planting corn and diversifying his crops. He has built up a fine herd of cattle and other live stock, and is rapidly attaining a reputation in scientific farming as well as sugar production. Mr. Mathews holds a prominent place in the social and business world at New Orleans. He is the Vice President of the Kausler Insurance Company and a Director of the Hibernia Bank and D. H. Holmes & Co., Ltd., besides being prominently identified with the leading clubs and sugar planters' organizations.



The Liverpool & London & Globe Insurance Company, Limited



The Liverpool & London & Globe Insurance Company, Limited, is an institution which has selected New Orleans as one of its four departments for the management of its American business. It maintains a local Board of Managers, comprising four representative merchants of New Orleans. It employs 86 persons at its New Orleans offices, consisting of managers and clerks. It has its home in one of the handsomest buildings of the city, and has invested in New Orleans real estate to the extent of $366,000.00. It pays annually in taxes to New Orleans and the State of Louisiana $10,047.50, and its pays $8,241.55 as taxes on its business operations in the city and State

The Liverpool & London & Globe Insurance Company, Ltd., has proved itself one of the most liberal insurance companies in the world and has endeared itself to the policy holders of the nation by its generosity to the fire and earthquake sufferers of San Francisco in the castastrophe at that city in April, 1906. Similar generosity to policy holders has marked its dealings with the great fires at Baltimore, at Atlanta, at Toronto and elsewhere, so that wherever the name of the Liverpool & London & Globe Insurance Company is mentioned it is synonymous with fairness, conservatism and safety to the insured.

Charles A. Farwell

No citizen of New Orleans has been more missed by the citizenry at large of Louisiana than has the late Charles A. Farwell. Mr. Farwell was a good man in all that the term implies. A philanthropist, the staunchest of friends, a loyal believer in New Orleans and an untiring and energetic worker for the sugar industry of the State. He was a man of unbounded charity, the greater part of which was done in that unostentatious manner which characterized his whole life's work. Probably his greatest work was for the Charity Hospital of New Orleans, of which he was a member of the Board of Administrators for many years. For this institution he raised $50,000 by the Chif benefit in 1915. However, that was only one of many things which made him so well beloved. Who can forget his wholehearted endeavors during the yellow fever epidemics which scourged the fair Crescent City in the early '80s and '90s and finally in 1905, when the fear of the menace was forever blotted from the city's horizon by discoveries of science. In every time of stress Charley Farwell was always at the forefront of those who were organizing the citizenry of the municipality to give aid. When a sister city of the Gulf Coast was stricken he was among the first to offer aid. Mr. Farwell was President of the American Cane Growers' Association and a former President of the Louisiana Sugar Planters' Association. He was born in New Orleans November 11, 1860, and began his business training with Richard Milliken, in whose business he later became a partner.

William Joseph Castell

William Joseph Castell, one of the leading men in the financial and commercial circles of the Crescent City, his place of nativity, is the son of William J. Castell, who was a prominent attorney in New Orleans. In his youth he attended a private school on Bayou Road, after which he pursued his studies at Jefferson College, in St. James Parish, for several years. In 1905 he started in business as a dealer in stocks and bonds, and has continued his activities in the same line to the present time, having his office at 626 Gravier Street, New Orleans. Mr. Castell is a member of the New Orleans Cotton Exchange, the New Orleans Board of Trade, New Orleans Stock Éxchang. He is also a member of the Pickwick, the Chess, Checkers and Whist, the Country and the Southern Yacht Clubs. Mr. Castell subscribes to the creed of the Catholic Church and belongs to the Knights of Columbus. In 1897 occurred his marriage to Miss Bella Byrne, daughter of John B. Byrne, of New Orleans, and they have two children, namely, William J. Castell, Jr., and Denise Castell.

Milliken & Farwell

For more than one hundred and fifty years Louisiana has been noted as America's greatest producer of cane sugar and molasses, and the investments in the industry aggregate close to fifty millions of dollars. Fortunes have been made in the enterprise, and among the most successful in sugar production and the handling of the product of plantations is the firm of Milliken & Farwell of New Orleans, with headquarters in the Canal Bank and Trust Company Building, at 620 Canal Street, second floor. Milliken & Farwell was founded by the late Richard Milliken, a sturdy son of Maine, who came to Louisiana before the Civil War and established a sugar brokerage business. By careful management Mr. Milliken came into the ownership of a number of plantations in Southern Louisiana, most of them being along the Mississippi River, in St. Charles, Jefferson and Plaquemines Parishes. Among these plantations were Grenada, Waterford, Smithfield, Westover, Hope, Unity and Stanton. Hope and Unity plantations were sold some years ago. Charles A. Farwell, when a young man just out of college, became an employee of Mr. Milliken, managing the Unity plantation for a number of years with great success. Later he entered the office of Mr. Milliken, and 1890 was made a member of the firm. On the death of Mr. Milliken, Mr. Farwell became the senior member and manager of the Milliken & Farwell interests, representing Mrs. Deborah Milliken, widow of the founder. The firm was among the few who prospered through the adverse fortunes of the Louisiana sugar planters, and when free sugar became a menace to sugar interests Mr. Farwell became financially interested with the Vacarro Bros. in their Honduras land holdings, and the big mill of Stanton plantation was moved to Ceiba, Honduras, where it was erected and has been in operation several years. The Honduras Sugar Company was formed, and its output is one of the largest in Latin America. More than 4,500 acres of cane are planted, and the sugar is shipped here in the raw, to be refined at New Orleans.

Lafayette Fire Insurance Company

In the fire insurance business of the South, the Lafayette Fire Insurance Company occupies a position of considerable importance.

This company, organized November 23, 1869, and operating continuously for nearly fifty years, has earned a reputation for fairness, courtesy and promptness in meeting its obligations that makes its name a household word in New Orleans, an institution the Crescent City can well be proud of.

Organized in what was then known as Fauborg Lafayette, a section of New Orleans, the company had for its first President Caspar Auch, the principal organizer, Louis Mathis being its first Secretary and later its President. The company has always maintained its office in the Fourth District of New Orleans (originally Fauborg Lafayette).

Originally the capital of the company was $150,000.00, of which $46,500.00 was paid in cash, the remaining $105,000.00 being made up by stock dividends from the profits. In the year 1916 the capital was increased to $200,000.00, the increased amount of capital being sold on a basis of $200.00 per share, adding $50,000.00 to capital and $50,000.00 to surplus.

The company does purely a local business in New Orleans and is noted for its conservative underwriting.

President John X. Wegmann is a gentleman of the highest character, whose methods of management can be highly commended. Under his business-like and honorable administration the company is bound to continue to occupy one of the highest places in the business in its particular territory.

JOHN X. WEGMANN.

Mortgage Securities Company

The Mortgage Securities Company, corner of Camp and Canal Streets, is performing a real service to New Orleans property holders by bringing Eastern and Northern capital into the field. They have closed nearly a half million dollars' worth of loans secured by first mortgage on commercial and residential property in this city at rates varying from 5 to 5½ per cent.

The company makes its loans on a scientific basis, giving the borrower five and ten years in which to retire the loan, making small annual reduction of principal.

It is a practice of the company to make prompt inspections and to see that every detail in connection with the loan is handled with dispatch. Loans are made up to 50 per cent of the valuation of the property.

The officers of the company are: Levering Moore, President; Louis P. Rice, Herman Weil and Luther E. Hall, Vice Presidents; P. M. Lamberton, Secretary, and S. W. Soners, Treasurer.

New Orleans Lakeshore Land Company

Bordering the shores of Lake Pontchartrain for almost nine miles is the largest orange and grapefruit grove in the world, the property of the New Orleans Lakeshore Land Company. This tract, embracing more than 8,000 acres, is reclaimed sweet marsh land, bearing probably the most fertile soil in the world, and before it was planted in orange and grapefruit trees it was given a thorough test by experts in citruss fruit culture. The lands were reclaimed by expert drainage engineers, who perfected a system of main and lateral canals which not only made the lands themselves perfectly dry but provided a system of some 52 miles of hard shellroads, the materials for which were dredged from the canals. Before the planting of citrus fruits was determined upon the owners of the tract had ample demonstration of its fertility and productivity through the raising of some of the finest crops of corn, cabbage and potatoes ever marketed in the New Orleans district. The planting of the groves with orange trees has not yet been completed, and may require another season, but when they are all set out there will be more than 500,000 orange trees and fully 250,000 grapefruit trees under cultivation.

Through the excellent salesmanship of the Louisiana company, these orange and grapefruit groves have been disposed of to some of the leading investors of the country, and within the next six years they will have turned to them citrus groves in an excellent state of cultivation and capable of bearing large crops of luscious oranges and grapefruit. On the lake front of the property sites have been laid off for villas, and it is expected that numbers of the grove owners will erect their winter homes there. Excellent automobile roads connect the property with New Orleans, via Gentilly Avenue, and the groves can be reached in less than twenty minutes' drive from Canal and Baronne Streets. In fact, every foot of the land is in the Ninth Ward of New Orleans, and the property comprises what would be some 9,000 city blocks were the city laid off through the tract. This gives additional value to the holdings, for when New Orleans becomes a city of 1,000,000 inhabitants, which is confidently expected within the next twenty years, its suburban residence portion will, no doubt, encroach upon the orange groves. The New Orleans Lakeshore Land Company is owned by five of the most prominent business men of New Orleans, the President being Frank B. Hayne, a millionaire cotton merchant. Other owners are Robert H. Downman, Ernest Le Jahncke, President of the Association of Commerce; J. J. Gannon, President of the Hibernia Bank, and F. B. Williams.

NEW ORLEANS UNDERWRITERS—Continued from Page Sixty-Eight.

The companies at present represented are as follows:

Sun Insurance Office of London. The Oldest Fire Insurance Company in the World, this being its 208th year.

The Royal Insurance Company, Ltd., of Liverpool, the Leading Fire Insurance Company of the World, and the Connecticut Fire Insurance Company of Hartford, Conn.; the Yorkshire Insurance Company, Ltd., of York, England; Franklin Fire Insurance Company of Philadelphia; Palatine Insurance Company of London; British Underwriters' Agency; Sun Underwriters' Agency; Patriotic Assurance Company, Ltd., of Dublin.

In addition to the above mentioned companies the facilities of the Marine Department, representing the Royal Insurance Company, Ltd., of Liverpool, and the Norske Lloyd Insurance Company of Christiania, Norway, gives unsurpassed facilities in this branch of the corporation's undertaking.

James Franklin Turnbull

James Franklin Turnbull, Realty Developer, was born November 2, 1889. He was formerly connected with the Leon Godchaux Company, Ltd., and the Texas Oil Company. Mr. Turnbull entered the real estate field in the latter part of 1915, specializing in Metairie Ridge, suburban sites, farms, factory or river front sites in Jefferson and St. Charles parishes. Mr. Turnbull has met with a great deal of success since establishing himself in this specialty field, having promoted quite a number of large developments in the adjoining parishes.

Mr. Turnbull is Vice President and General Agent for the Greater Metairie Land and Development Company, a corporation which Mr. Turnbull organized for the purpose of promoting suburban developments.

Mr. Turnbull is a member of several prominent clubs of this city.

Louisiana Abstract and Title Guarantee Co.

Among the city's leading business and financial institutions is the Louisiana Abstract and Title Guarantee Company, which was organized in 1913 with a capital of $400,000.00, and backed by a number of the large financial, business and professional men of this city, who recognized the need in Louisiana of an institution of large capital and resources equipped to furnish abstracts of title and title insurance on properties in the State, and especially in the City of New Orleans.

The operation of the company follows the general line of the business of such companies as have been developed in other cities of the United States, and especially in the Northern and Eastern sections.

The Louisiana Abstract and Title Guarantee Company is equipped to make and certify to abstracts of title, to guarantee or insure titles to real estate in all parts of Louisiana, and from its large and valuable collection of maps and plans it is prepared to furnish accurate maps of surveys and ownership maps. It maintains a special service in connection with the registry of mortgage notes, and by the use of its own funds and the funds of outside capital it is prepared to render satisfactory and efficient service in the placing of loans upon real estate.

The officers and directors of the company are as follows:

Felix J. Dreyfous, President; P. H. Saunders, Vice President; F. Dietze, Jr., Vice President; W. W. Bouden, Vice President; P. M. Lamberton, Vice President; C. A. Hartwell, Vice President; M. P. Bouslog, Secretary-Manager.

Directors—C. E. Allgeyer, J. P. Balwin, J. W. Billingsley, Joseph E. Blum, W. W. Bouden, M. P. Bouslog, A. D. Danziger, F. Dietze, Jr., Felix J. Dreyfous, Meyer Eiseman, C. A. Hartwell, Burt W. Henry, J. P. Henican, W. T. Jay, P. M. Lamberton, Eldon S. Lazarus, Meyer Lemann, L. A. Livaudais, Levering Moore, Emilien Perrin, P. H. Saunders, Herman Weil, Solomon Wolff, R. B. Bishop, Chas. de B. Claiborne.

The company maintains on deposit with the Secretary of State and State Treasurer the amount of $25,000.00 in approved securities as an indemnity fund under the law of 1916, and it also owns the ten-story Title Guarantee Building at the corner of Baronne and Gravier Streets, so that its assets are well placed in a manner to afford adequate security to those who hold its abstracts and policies.

THE ST. CHARLES HOTEL

ALFRED S. AMER,
Vice President and General Manager.

THE ST. CHARLES HAS been numbered among the world's noted hostelries for almost one hundred years. New Orleans boasted of its St. Charles Hotel as early as 1834, and with good reason, for at that time there was probably not its equal anywhere on the American continent.

Replete with historie interest, it has housed many of the most famous men of the century, and its corridors contain to-day many pictures of men and events that bring to mind the stirring times of old New Orleans. Charles Dickens made the St. Charles his stopping place while on his celebrated tour of America.

Oakey Hall, Mayor of New York City during the epoch of its greatest prosperity, visiting New Orleans in '54, said of the St. Charles: "Set the St. Charles down in St. Petersburg and you would think it a palace; in Boston, and ten to one you would christen it a college; in London, and it would marvelously remind you of an Exchange; in New Orleans it is all three." Nor was Oakey Hall the only visitor who broke out into such warm, enthusiastic and rapturous admiration of the St. Charles. Lady Wortley, an English lady, who had "done" Europe thoroughly, and was in search of something new and startling in America, pronounced the St. Charles a superb edifice, very similar to St. Peter's at Rome, and praised its "immense dome and Corinthian portico" as the finest piece of architecture she had ever seen anywhere in the world.

The St. Charles is especially well equipped to accommodate the many large conventions and meetings of public men attracted to New Orleans by reason of its climatic, geographic and railroad superiority, and it is no unusual occurrence to house from 500 to 1,000 people and provide them with necessary meetings halls, committee rooms, etc. Among the notable gatherings might be mentioned, American Bankers' Association, Cotton Conference of Southern Governors, Western Fruit Jobbers' Association, American Bottlers' Association, National Hardware Manufacturers' Association, Southern Hardware Jobbers' Association, National Railway Mail Association, American Boiler Manufacturing Association and International Ticket Agents' Association.

The present magnificent structure, occupying almost an entire city block square, is the third Hotel St. Charles to occupy the same site. Correct and modern in all its appointments, it furnishes accommodations for twelve hundred guests, while the Convention Halls, Banquet Rooms and other public Assembly Rooms provide ample entertainment space for many hundred more.

A complete Turkish and Russian Bath Establishment is one of the up-to-date features of the present Hotel, and is furnished with the most modern of hydropathic equipment. Every department is in charge of an expert in his line.

The Vice President and General Manager of the present operating company, Mr. Alfred S. Amer, is well and favorably known to the traveling public, and is a graduate of what is known as the Boldt school, having been for many years connected with the management of the Waldorf-Astoria in New York before coming to New Orleans.

Monteleone Hotel

If the general run of business of a hostelry can be taken as a criterion of the estimation of the public, the Monteleone Hotel, formerly the Commercial, is one of the most popular hotels in the country. It has few peers in popularity among the traveling men in the South; for there is rarely a time when the Monteleone is not filled to capacity, and, whether summer or winter, the choicest rooms are difficult to obtain without previous reservation. The Monteleone Hotel is one of the best established hostelries in the country, having been founded some 25 years ago by the late Anthony Monteleone, a Sicilian nobleman, who had come to New Orleans many years previous to manufacture shoes. Mr. Monteleone prospered, and his industry is now one of the leading shoe factories in the South. He first operated the Commercial Hotel, a hotel designed to cater to the wants of the commercial traveler, and soon, under the management of James D. Kenney, it became the abode of the leading salesmen of the South.

The Hotel Lafayette

The construction of the Lafayette Hotel, at Lafayette Square and St. Charles Street, marked an important event in the hotel life of New Orleans. The Lafayette was the first hotel to be constructed out of the old business district in New Orleans, and its enterprising promoter, Mr. Albert Aschaffenburg, was the first made to realize the possibilities of developing a tourist-family hotel along beautiful St. Charles Street. The result of his optimism was the erection of a modern, thoroughly fireproof six-story hotel building, up to date in every particular and appointment and an ornament to the city.

The Lafayette is located in the civic center of New Orleans. It is a home hotel, in that it strives to make a home for its guests by convincing them that the first essential to good service is courtesy. The hotel has ice-cold running water in every room and is screened throughout. It is located so that it has every room refreshed by breezes from the river or lake, and particular attention is paid to every comfort of the guests.

The Brasco Restaurant

If you want a prominent business or professional man of New Orleans at lunch-time, you are sure to find him at Brasco's, the business man's restaurant, at 718-720 Gravier Street, and one of the best eating places in America. Brasco's is the gathering place of the most substantial business men of New Orleans, and whenever there is a man who wants to find an associate for a luncheon engagement, it's dollars to the hole in a doughnut he will go to Brasco's to get him. Brasco's restaurant was founded a number of years ago by A. G. and H. Brasco, themselves accomplished chefs, who have an extended acquaintance with every dainty sought by the epicure. Rare game, fish and poultry, all done to a turn and suited to the most exacting tastes, are to be found at all times and in their proper season, and the salads and entrees of Brasco's are a delight which has become the talk of every visitor to New Orleans. The restaurant is the special gathering place for men of prominence in the railroad world, and there is rarely a visiting railroad official who comes to New Orleans who does not take his luncheon at Brasco's, and that means that every other meal he gets in New Orleans is taken at Brasco's as well, for to enjoy the cuisine of the famous restaurant once is to make it your permanent eating place for yourself and friends.

Dan S. Lehon Detective Agency, Inc.

Mr. Dan S. Lehon, a native of Illinois, principal and owner of the Dan S. Lehon Detective Agency, Inc., has been a close observer of the advances and improvements made in the City of New Orleans since 1899, in which year he was appointed Special Agent for the Illinois Central Railroad, with headquarters in Memphis, Tenn., his territory being from Memphis to New Orleans, and his business brought him to New Orleans at very frequent intervals. He has closely co-operated with New Orleans officials, and more especially the police officials, ever since that time.

He has been a continuous resident, however, of this city since 1903, and is one of the staunchest and most enthusiastic believers in the great future that is held in store for our city. Mr. Lehon takes great pride in numerating the many substantial public and general improvements that have been made here in the past nineteen years, and particularly since 1903. He never overlooks an opportunity when traveling, which his duties very often require him to do, and quite extensively, to continually boost New Orleans.

Mr. Lehon married Miss Ernestine Cuneo, a native of New Orleans, in June, 1906; is the head of a large and interesting family; owns his own home at 368 Audubon Street, and has all of his interests centered here. He is an enthusiastic member of the Association of Commerce, the Knights of Columbus and the Young Men's Gymnastic Club.

He has been engaged in the secret service business nearly all of his life, and, after occupying positions of trust in the employ of others for more than twenty years as manager and director of secret service enterprises, on July 1st, 1916, branched out for himself, opening up a secret service bureau of his own, with offices in the Whitney-Central Building, and enjoys the confidence and esteem of all of the city authorities, as well as the leading business men of the community.

HENRY PETERS

All of the romance of the sea attaches to the business career of Henry Peters, contracting stevedore, and Mr. Peters and his equipment of large marine derricks and their machinery play a large part in the maritime commerce of New Orleans. At one time the huge fifty-ton capacity derricks are lifting from the bottom of the Mississippi slimy wreckage of steamboats of other generations; at another they are raising a steamboat which may have listed too far from injudicious loading, and still again the stevedore and his crew may be unloading the valuable mahogany logs for the Otis Company or transferring the Italian marbles from Leghorn to the railway cars from the ships' holds. Mr. Peters handles heavy sugar machinery for houses in Cuba and Porto Rico, and at odd times fishes up lost cables for the Telephone or Railway-Light companies. Mr. Peters' two derrick boats are the Louisiana and the New Orleans, and they are probably the most powerful boats on the river or in the South. The Louisiana picked up a 65-ton steam shovel at Red River and carried it quite a distance, and its average day's work in handling marble is moving fifty blocks from a ship to a freight car. The New Orleans was the first derrick boat to go through Southwest Pass, and brought up all the machinery for the coaling station. Mr. Peters is a valuable citizen of New Orleans, and resides at 3026 Ursuline Street.

HANS M. WANG.

LEO RASCH.

Hans M. Wang and Co.

Hans M. Wang & Co. is one of the best known firms in the ship chandlery business with a large trade among ships coming to New Orleans. Captain Wang, the senior member, was for many years the captain of the Norwegian steamship Origen, in the fruit trade between 1906 and 1915, and entered the ship chandlery business in July, 1915. Captain Wang was born in Tonsberg, Norway, in September, 1869, and left home in 1886, locating in New Orleans. Leo Rasch, a native of New York, born 22 years ago, entered the firm in March, 1917.

A. M. & J. Solari, Limited

The fancy grocery house of A. M. & J. Solari, Ltd., was founded in the year 1864, fifty-three years ago; has been in continuous operation ever since, and can, therefore, justly claim to be among the oldest establishments of the State. It was incorporated in the year 1893. Without boasting, it can be justly said that it would not have survived all these years had not all of its dealings been founded on honesty and justice towards all of its patrons.

Galatoire's Restaurant

One of the attractions of New Orleans—an attraction that increases as knowledge of its superior service becomes more generally disseminated—is Galatoire's famous restaurant. This caterer par excellence is justly entitled to the reputation he enjoys, and the continued and growing popularity of his establishment is unquestioned evidence that it is more than merited. His patronage is not confined to New Orleans, or to Louisiana, or even to this country; but his fame has gone abroad, and his place is the rendezvous of connoiseurs of the good things of the cuisine from every land.

Galatoire makes a specialty of dainty French and Southern dishes, in the confection of which he has but few if any equals. He is attentive and considerate of his patrons; his charges are in exact proportion to the quality and character of the service rendered, and a meal with him as host is not only a revellation in the art gastronomical but a thing of surpassing joy that will long live in memory.

Woodward, Wight & Company, Ltd.

Howard Avenue, Constance and St. Joseph Streets

"The Largest General Supply House South" has this year rounded out a half century of service to the industries of the South.

Founded in 1867, this house has consistently anticipated the development of all the larger industries until now wherever there is a smokestack in this Southern territory Woodward, Wight & Company, Ltd., is looked upon as the largest and most reliable source of equipment and operating supplies.

One of the three largest stocks of ships' chandlery in America is carried on their floors, and, undoubtedly, the largest and most varied stock of railroad, saw mill, sugar mill, cotton oil mill, contractors and electrical plant equipment and supplies in the entire country is part of their stock.

There are many features of the service rendered by this house which are unique in merchandizing establishments.

Competent engineers in their organization are to be consulted on problems of irrigation and drainage, and many of the most important pumping operations in this territory have been handled by this concern.

A fully equipped machine shop and blacksmith shop in their own building is maintained for quickly handling calls for boring, pulleys, sprockets, etc., key-seating, shafting and special work in iron and steel.

Expert wire and Manila rope splicers and beltmakers handle the regular and repair calls for work requiring this character of service.

To make all the facilities of this organization more fully effective, a full shipping service nights and Sundays is maintained to handle rush shipments for repairs and other emergency calls.

A. HELD

Importer and Exporter

The geographical position of New Orleans, commanding as it does the trade of the Mississippi Valley and its tributaries for import and export business, attracted the firm of A. Held, importers and exporters of New York City to New Orleans several years ago. This firm had established itself successfully in the territory contiguous to New York and had expanded its business connections until it occupied a commanding position in the trade world of the metropolis. Its managers realized that the opening of the Panama Canal and the readjustment of transcontinental rates in America, as well as the readjustment of ocean tariffs throughout the world by the shortening of trade routes from the Orient and the western coast of South America to the United States would mean the opening of vast opportunities for the development of the import and export trade through New Orleans. As the entrepot of the Mississippi Valley and the rich industrial sections tributary to that rich section from the Lakes to the Gulf, Mr. Held's firm foresaw that New Orleans was destined to become a great distributing center. His firm has specialized in the import and export trade with Central and South America and the West Indies. Large connections have been established, and through the astuteness of the management and its liberality of terms in dealing with merchants and producers of raw products in Latin-American countries some very satisfactory connections have been made. The firm has extensive representation in the sections with which it trades, and its operations are growing more and more remunerative with the passing of every year. It is spreading the products of the industry of the cities of the Mississippi and Ohio valleys, and there is scarcely a boat leaving New Orleans for a Latin-American port which has not a large-sized consignment for a customer of A. Held. The management has an abiding faith in the future of New Orleans, and in its transactions it has been one of the objects of its representatives to place articles and products manufactured in this city in the business houses of Hispano-American cities whenever possible.

STONEWALL JACKSON

Stonewall Jackson, licensed public weigher and prominent warehouseman, is one of the leaders in the movement which has resulted in placing New Orleans first among the coffee-importing ports of the United States. Mr. Jackson is the proprietor of the Standard Warehouse, with offices at No. 840 Tchoupitoulas Street, and in his business has specialized in the storage and handling of coffees. He has been associated with the coffee business in various lines since 1880, and is regarded as one of the authorities on coffee of the United States. The Standard Warehouse is devoted exclusively to the storage and forwarding of coffee, and its operation is directed by Mr. Jackson, the proprietor. Mr. Jackson is prominent socially, being a member of the leading clubs, the Board of Trade, the Association of Commerce, and prominent in Carnival and boosting work for New Orleans.

W. H. DOUGLAS

W. H. Douglas is one of the most prominent business men of New Orleans, having been identified with the warehousing and drayage business for the past thirty years. For a number of years he has been the general manager and proprietor of the Douglas Transfer, with offices at No. 337 Decatur Street, and engaged in freight-forwarding, storage and general transfer business. Mr. Douglas is, in addition, a director and member of the Executive Committee of the Whitney-Central National Bank and the Whitney-Central Trust and Savings Bank; President of the Standard Paving and Construction Company, President of the Home Realty Company, and Vice President of the New Orleans Parking Commission. Recently an added honor was given him in his election as the Vice President and General Manager of the Appalachian Corporation at New Orleans. In this capacity he will have charge of the public bonded warehouses of the Appalachian, which recently bought the big Brooklyn Cooperage Company plant, and is to convert it into a big cold storage plant and bonded warehouse for handling of fruits and vegetables, as well as all other classes of freight-forwarding business.

Bultman Sons & Co.

A. FRED BULTMAN, JR.

Early in the year 1883 the business of Bultman Sons & Co. was established by Anthony F. Bultman, Sr., at 2915-17 Magazine Street. From the beginning it continued to grow until 1909, when adjoining properties were purchased and the most modern establishment of its kind in the city was built. The same year, under the leadership of A. Fred Bultman, Jr., President and General Manager, the business was incorporated and the well-known firms of The Maxwell Company, Ltd., and The F. Johnson & Son Company, Ltd., were acquired. As the successors of these well-known firms, the business of the Bultman Sons & Co. grew to one of the largest in New Orleans, catering to the best families in the city.

The personnel of the firm is high. They enjoy the confidence of the public, and do the largest undertaking and livery business in the city.

As leaders in their profession, they find it necessary to be progressive and endeavor to serve in a manner that elects the highest praise and commendation from all who require their service.

The company operates the largest and finest auto funeral and horse-drawn equipment in the South.

The main office, chapel and display rooms are located at the residence, 3338 St. Charles Avenue, corner Louisiana Avenue.

Lester F. Alexander and Company

Prominent among the civil engineers and contractors of New Orleans and the South is the firm of Lester F. Alexander & Co., of Room 834 in the Audubon Building, New Orleans. The firm is composed of Lester F. Alexander, a graduate engineer of experience in all classes of engineering work, and J. L. Dickey, who is the other partner.

The firm specializes in river and harbor work, and has completed some of the largest and most successful jobs in the South, acting both for the Federal, State and Municipal Government. It has a large equipment of tugboats, barges and derricks. And it is the reputation of the firm of Lester F. Alexander & Co. in the engineering and contracting trade that its bid will be based on reasonable prices and that the work will be of a character which will satisfy the investor at all times. The firm has fulfilled a number of municipal contracts given by the enterprising administrations of Mayor Martin Behrman, and many of the best jobs of levee contracting and engineering, together with contracts for dredging and the carrying on of the complicated drainage system of the City of New Orleans have been entrusted to Lester F. Alexander & Co.

LeBourgeois & Bush, Inc.

Among the sugar brokers and factors of North America the firm of Le Bourgeois & Bush, Inc., of 1012-1014 Hibernia Bank Building, New Orleans, holds a leading position. This firm, which is headed by J. C. Le Bourgeois as President, has been one of the most enterprising agencies for the advancement of the sugar industry in Louisiana, and recently won the esteem of every sugar planter and refiner by the able manner in which Mr. Le Bourgeois exercised his business and diplomatic powers in bringing about a friendly basis leading to the settlement of the difficulties of the planters and the principal buyers of their commodity. Mr. Le Bourgeois was one of those who took a prominent part in obtaining a market for the raw sugars of the Louisiana planters for their 1916 crop, and this paved the way for an amicable arrangement of the troubles pending. R. G. Bush, Jr., is the Vice President of the company, while P. J. Stouse is the Secretary-Treasurer.

D. H. HOLMES COMPANY, LTD.

Among the first of the stores in America to adopt the principle of satisfying the customer and to establish one lowest price and a guarantee on all goods purchased, the Canal Street Department Store of D. H. Holmes & Co., Limited, established a custom which has been followed by all first-class stores. This custom, as well as many others, has formed the pattern for merchants of all classes who believe in fair dealing and ethical treatment of patrons and buyers, and that, among others, has made the Holmes store one of the proudest institutions of New Orleans or the South.

The Holmes store completed the seventy-fifth year of its merchandising history in April, 1917, thus rounding out three-quarters of a century since its founder, Daniel H. Holmes, then but 27 years old, opened its doors at a little store in No. 36 Chartres Street. It was a ladies' store at that time, and Mr. Holmes, who had come to New Orleans only nine years prior to that date, was the first merchant to cater exclusively to the ladies.

In the Picayune of July 7, 1842, for it was April 2nd, 1842, that the store was founded, was inserted a modest one-inch advertisement addressed "to the Ladies." It read: "The lovers of cheap and fashionable dry goods of all styles, grades and descriptions can be gratified to their entire satisfaction by calling at No. 36 Chartres Street and examining stock in store."

Thus it was from the very first that Mr. Holmes catered to the fashionable trade. In the quest for styles, the growth and progress of the store's business became closely interwoven with the most treasured memories of the social life of ante-bellum New Orleans and the South's proudest cities. Throughout the years that followed its modest opening, the Holmes store has never closed its doors, although it has passed through several financial panics, the Mexican and Civil Wars and the terrible period of reconstruction and the misrule of the carpet-bagger and despoiler. Except on holidays and special occasions the doors of the store, which is now a New Orleans institution in every sense, in fact, one of its traditions, the doors of Holmes' establishment have been opened daily whether in stress, peril or what not.

It was the period of the Mexican War which first established the national prestige of the Holmes store for organdies, mulls, linens and other fine summer fabrics. The city was then the headquarters for the wives and families of scores of officers and other army officials brought to New Orleans by the embarkation of expeditions for Mexico by General Zachary Taylor and General Winfield Scott, and the gaieties and added social life made the city the scene of more festive gatherings than had ever before been its lot. The ladies of wealth and prominence from all sections of the country came to make New Orleans their temporary home, the reputation of Holmes store became of national character. It was at this time also that the Holmes store was moved to its present location in Canal Street, between Bourbon and Dauphine Streets.

Every article and piece of goods sold in the Holmes store bore its guarantee of qualityand character, and Mr. Holmes established the principle that any customer who was not satisfied with the goods bought should have her money returned. By these methods he dissipated the fears, suspicions and distrust that had always characterized the public in its dealings with shopkeepers. The public knew that it was getting its money's worth at Holmes' store at all times, and this confidence was held inviolate when the patron gave his order without seeing the goods before making her purchase. It was merchandising under new ideas, new principles; but they were principles which took with the public and forced every merchant of standing throughout the nation to adopt them in order to attain business success of a lasting nature.

The founder of the Holmes store was a believer in business ethics, and in his pioneering work he established new standards of a high character for commercial dealings. In order to compete with Holmes the older stores of New Orleans and the South, and the Northern cities as well, had to adopt his system of business ethics, although at first they ridiculed the man from New Orleans who wanted to satisfy customers, and said he would go bankrupt. But Holmes' store prospered even under adverse conditions, and from year to year leading merchants of New York found that they had to adapt themselves to the new conditions, or Holmes, in New Orleans, would get much of their fashionable trade. And the Holmes store did do a big business with fashion devotees throughout the country, thousands of whom came to New Orleans to the Mardi Gras and purchased large amounts of fashionable materials, lingeries, imported goods and other fabrics which they could not duplicate outside of Europe. And these leaders of fashion became steady buyers.

Mr. Holmes' success in importing fine fabrics caused him to make another innovatoin in merchandising when he established agency buyers at Paris and other European cities, as well as at New York, who were on the qui vive to purchase the best and most fashionable creations of forgein merchants at prices which would give Holmes' patrons the benefit of the business acumen of the New Orleans merchant. Again the New York houses had to follow suit to keep their trade.

Holmes' buyers were ever on the alert to get the best and most stylish costumes and fabrics, and the wardrobes of hundreds of fashionable women throughout the country were supplied for years by Holmes when the merchants of their home cities could not keep pace with the rapid changes of style in ladies' apparel. Everywhere and at all times buyers for Holmes' store saw to it that the goods suitable for Holmes' clientele were ahead of all others. The policy of scientific and economic gathering and distribution of merchandise has been followed at all times with the steady increase in the growth of the store from a ladies' establishment to a general department store. To-day its lines are laid among the producing markets of the world ready to procure the most desirable fabrics and merchandise of all kinds for the patrons of Holmes' store at New Orleans.

Year after year, up to the beginning of the European war, buyers went to various countries of Great Britain and Continental Europe to make selections of goods and fabrics, and at times trips were made to Japan and the Orient for the same purpose. Since the markets of most of the countries of Continental Europe are closed buyers and their advisors from Holmes' establishment have gone to Japan and China in search of suitable goods. In this way New Orleans people and persons from the South and Southeast have had the markets of the Orient brought to them by Holmes.

With the steady growth of the establishment the department store has required more and more space, until it not only occupied buildings running from Canal to Iberville Streets and from Dauphine to Bourbon, but last year these were greatly enlarged. The window decorations of the store lead the pace for attractive settings and refinement of arrangement, and the displays are often followed in kind by competitors throughout the country. The personnel of Holmes' employees is also high, and is noted for the long periods of service of clerks and department heads, as well as for the uniform courtesy in the treatment of patrons.

Added to its enterprise in providing for the needs of customers, the management of the big modern department store has shown a commendable spirit in its dealings with its employees of all classes. The principal manifestation of this is in the welfare department of the store, which is under the management of a trained welfare worker. Miss Janvier has established something in the nature of a civic center in the store, and matters of importance to the public, such as social hygiene, instruction in treatment of children and babies, organization of movements among women and uplift organizations are given free discussion in the assembly and lecture room for these purposes. The welfare work of the store proper among its employees has been of a most beneficial character, and one which has added much to the solidarity of the men and women and girls and boys who earn their living at the establishment. A flourishing benevolent association has been formed, and, in addition, there is a vacation home for Holmes girls and women, where they can have the benefit of the salt breezes and bathing in the Gulf. For several seasons a summer home has been leased at Ocean Springs, at which the girls can take their vacations, and any young woman employee enjoys its privileges. The employees are given an annual outing also, which is always an occasion of much pleasure to them, and one which promotes better feeling and added loyalty.

The heritage which descended from Mr. Holmes upon his successors was one of business integrity, courtesy and sane progressiveness. Each of those who have successively taken up the labors which he began so well and builded so permanently for have sought to emulate his ideals. How well this has been done can be best told by a visit to the store itself, where its growth, its progress, it adherance to ideals can tell their own story. And the loyalty of the employees and their courteous manner and pleasant faces will tell the rest.

Rolf Seeberg Ship Chandlery Company

Another conservative and well-established firm of New Orleans is the Rolf Seeberg Ship Chandlery Company, which has stores as well in Mobile and Gulfport, and has been located in New Orleans for the past fifteen years. The company handles wholesale groceries, deck and engine supplies and fresh provisions and does a constantly increasing business. The firm is also agent for the following institutions well known to all maritime men: Bowring Oil Company of London; Ocean Oil Company of London, England; New Jersey Asbestos Company of New York; Federal Composition and Paint Company of New York, and C. M. Lane Lifeboat Company of New York. At Mobile, which is the headquarters for the company, Rolf Seeberg, the President, has his office. J. V. Falck is Vice President, and B. C. Rain, Secretary and Treasurer. Charles O. N. Falck is the Manager of the New Orleans office.

Seven-Eleven Auto Service

New Orleans is justly proud that in the Seven-Eleven Automobile Service, Walton & Stainton, proprietors, they have an auto service that is in keeping with the standard of the city, second to none in the United States. This firm serves citizen and tourist alike, day or night, with a fleet of modern eight-cylinder Cadillac cars, operated by courteous and reliable chauffeurs, none of whom have had less than five years' experience in New Orleans, for the modest sum of two dollars per hour, while other cities are paying double this price for cars not nearly this standard of a car or service.

The Seven-Eleven Auto Service was organized in January, 1915, and has, by square dealing and giving first-class service, won a world of friends and an enviable reputation.

In connection with the auto service they also operate a fast messenger service day and night, and this service is kept up to the "Seven-Eleven" standard at the lowest rates in the city.

ALBERTO VALES

EXPORTER

The firm of Alberto Vales is a newcomer to this city, having opened their offices during October, 1916, in the Canal Bank Building, since which time they have been actively engaged in exporting merchandise of every description to Mexico, especially to the State of Yucatan, where the firm has been in business for many years. Although such recent arrivals, the Messrs. Vales are much pleased with New Orleans and expect to make their residence in this city permanently.

Alberto Vales transacts all their financial business through the Citizens' Bank and Trust Company, one of the oldest and most conservative institutions in the city.

Charles J. Armbruster

Charles J. Armbruster is the owner and director of a freight brokerage and forwarding business at offices 1109-10 Hennen Building. Mr. Armbruster began in the forwarding business as a member of the firm of Alfred H. Clement & Co., and in the course of a few years took the business over in his own name and for his own account, and the growth of the business has continued steadily, now being regarded as one of the largest freight brokerage and forwarding agencies in the city. Mr. Armbruster's success is the more remarkable when it is remembered that he is considerably under thirty years of age, his success being based upon his comprehensive and practical knowledge of the freight brokerage and forwarding business to its minutest detail, he having visited most of the large shipping ports in the United States and Europe in order to acquire a thorough knowledge of his business. Mr. Armbruster's large and growing clientielle expects his business to keep pace with the development of the business of New Orleans, which has been so remarkably prosperous in the past fifteen years. The young freight broker is a native of New Orleans, graduated in the public and high schools of the city, and his present eminence in the business world is the result of eleven years of steady application.

LEVERT & STEELE

Among the leading brokers handling sugar, molasses and rice is the firm of Levert & Steele, of No. 806 Perdido Street, New Orleans. This firm was formed in 1914 as the successor to J. B. Levert Company, Ltd., on the retirement from business of General J. B. Levert, who for more than forty years had been engaged in the sugar commission business. It is composed of Robert L. Levert, son of General Levert, and Dan M. Steele, both of whom enjoy wide acquaintance among the prominent business men of New Orleans. Plantation products from the properties of General Levert are handled principally by this firm, as the General is the owner of St. John plantation, in St. Martin Parish, one of the largest individually-owned plantations in Louisiana. This property produces close to ten million pounds of plantation sugars annually, besides a quantity of molasses, and has an acreage of 10,700 acres. General Levert during the period of his activity was considered one of the brightest and shrewdest plantation operators in the South, and was honored with the Presidency of the Louisiana Sugar and Rice Exchange, besides being the Treasurer of the Louisiana Sugar Planters' Association. He is interested in properties in Lafourche and Avoyelles Parishes, and his career has been noted for the adoption of modern and scientific methods in the management of all properties under his ownership or in which he was interested. He has been a consistent advocate of improvements in the operation of sugar plantations also, and his success is attributed in a great measure to his keen business acumen and knowledge of handling his lands. General Levert was a gallant Confederate soldier and former President of one of the local Confederate Camps of the U. C. V. He has also been active in movements for civic betterment, and was a leading spirit in the organization and successful consummation of the plans of the White League which banished negro and carpet-bagger domination in Louisiana. Robert L. Levert, his son and member of the firm of Levert & Steel, is a graduate of Spring Hill College, Alabama, and stands high in business and social circles. Mr. Steele was connected with the firm of J. B. Levert Company, Ltd., for fifteen years, and is a prominent member of the Sugar Exchange and Board of Trade and a leading factor in the business life of the city.

MR. PHILIP WERLEIN

In Memoriam

Philip Werlein

Died February, 22, 1917

One of the most untimely deaths in recent years. Though only 39 years old, he had accomplished a lifetime's work.

The following tribute from Mayor Martin Behrman was one of the many hundreds paid:

> It would be impossible to estimate the loss sustained by the community in the death of Philip Werlein. Practically in the prime of life, possessed of a most vigorous constitution, it is almost impossible to realize the awfulness of the news that he has been claimed by death. I cannot recall anything that has shocked me so completely. Everyone knows how sincerely he gave the best of which he was possessed for the welfare of his beloved city. No undertaking to upbuild the interests of New Orleans was complete unless he was identified with it. He was thoroughly genuine in everything, and it always was a source of pride for me to realize that I enjoyed his confidence and friendship.

A man of sterling qualities and pre-eminent business and executive ability was Philip Werlein. It is no exaggeration to say that among the leading men of affairs in Louisiana not one was better known and had more friends than Mr. Werlein throughout the country. His connection with one of the largest music houses in the United States, as well as his prominence in commercial and social organizations, brought him in contact with the biggest men in the land. It was during his administration as President of the New Orleans Progressive Union that Louisiana and the Crescent City entertained President Taft, to the credit of the entire nation. Mr. Werlein gave a great deal of his valuable time to perfecting arrangements for that big event that advertised Louisiana and New Orleans all over the country.

Mr. Werlein's splendid administration of the affairs of the Progressive Union brought the organization up to a high state of efficiency, and during his term the membership increased greatly, and it was instrumental in interesting capital in both Louisiana and New Orleans. Mr. Werlein was regarded as one of the best financiers in the South. He was a practical booster and never wearied in doing everything within his power for the welfare of his State and city. His ideas were always of the progressive nature and the adoption of the most modern and approved methods. He was a firm advocate of truthful advertising, and made it a rule never to practice deception and to give the public value received for their money, and, as a result, his large music establishment has prospered for over seventy years.

Although declining to become a candidate for office of a public or political nature carrying with it remuneration, Mr. Werlein did consent to become a member of the State Central Democratic Committee, and received one of the largest votes cast in the recent primary. The position is entirely honorary and carries with it no pay or emoluments. On account of his excellent qualifications, Mr. Werlein was chosen as Vice President of the Executive Committee. He had several times refused to allow the use of his name for political office, preferring to perform his civic and political duties in the ranks of commercial men and financiers. He served for several years as the head of the Progressive Union without any compensation, while he gave liberally from his own purse to the commercial, industrial and agricultural advancement of New Orleans and Louisiana. Mr. Werlein was identified with a number of social societies for the promotion of the friendly spirit and the entertainment of prominent visitors. He was a firm believer in the future of Louisiana and the port of New Orleans, and he never failed when attending large conventions in the North and East and on business trips to boost his city and State.

Schmidt & Ziegler, Limited

Leading among the wholesale grocery firms of New Orleans and the South is the old-established house of Schmidt & Ziegler, Limited, of 510-518 Poydras Street, which will celebrate its diamond anniversary in the year 1920. This organization, one of the oldest and most conservative in New Orleans, was founded in 1845 by F. M. Ziegler and W. B. Schmidt in a location near the French Market, and has the proud distinction of being started with a cash capital of about $400.00. During the seventy-two years of its existence it has steadily added to the invested capital until it is now one of the largest firms in the South and does a tremendous business throughout the territory contiguous to New Orleans and, in fact, throughout the Gulf States. For more than forty years it had occupied a building at 428-438 South Peters Street, when the firm moved to its present location in the three-story building occupying Numbers 510, 512, 514, 516 and 518 Poydras Street. During its business history the firm has carried out unflinchingly the principles of integrity and upright dealing which were adopted at the outset by its sturdy German founders.

When first organized Messrs. Schmidt and Ziegler built up a large river and sea trade among the vessels which came in from all quarters of the globe. Numbers of sturdy clipper ships then made New Orleans their home port, and fortunes were made in provisioning these vessels. This was the beginning of the prosperous career of the house of Schmidt & Ziegler. Year by year the scope of the house became more extended until it became known as one of the largest and most conservative wholesale grocers and importers in the South.

In 1901, in the month of September, the firm was incorporated under the name of Schmidt & Ziegler, Limited, and C. W. Ziegler, the son of the founder, was made President and General Manager. In 1895 the firm had celebrated its golden anniversary, completing its half-century of business, and both founders lived to receive the congratulations of their friends, customers and business associates. Mr. C. W. Zeigler is now President of the corporation, with Joseph Graff, a well-known local business man as Secretary-Treasurer.

Metairie Ridge Nursery Company, Ltd.

One of the beauty spots of New Orleans which no visitor should failt to see is the property of the Metairie Ridge Nursery Company. This is situated in Jefferson Parish, just across the line from the limits of New Orleans, at the Seventeenth Street Canal, and is the largest nursery in the South devoted to the cultivation of the general line of nursery stock. The property faces Metairie Ridge Road, which is itself one of the most attractive motor drives of the South, being the entrance to New Orleans of the celebrated Jefferson Highway, extending from Winnipeg to the Crescent City. The frontage of the property is marked by a pretty display of typical foliage, plants and trees such as are distinctive to the subtropical region. The home of Harry Papworth, the veteran florist and expert in horticulture, who is President of the company. To the side and rear of the Papworth home is the space allotted for greenhouses, and fully 60,000 square feet of ground is covered by this plant. Under cultivation are the choicest roses to be found in the South, the species which lend themselves most readily to bouquets, wreaths and decorative purposes. Special greenhouses are provided for thousands of chrysanthemums, of which the Metairie Ridge Company makes a specialty of the larger and more perfectly developed types. Lillies, snap-dragons, ferns and blooming plants are also to be seen by the hundreds, all arranged in regular rows. Palms of every known variety ornament the walks and border the greenhouses with their nurseries. Orchids of the rarest kinds from every clime are under intensive cultivation, and the company makes a specialty of catlyea displays of Guatemalan orchids for weddings and other social functions. The retail store of the company is supplied with flowers, blooming plants and foliage plants from the Metairie Ridge nurseries, and the window display at 135 Carondelet Street is conceded to be one of the most attractive in the South. Here the artistic floral arrangements are the feature, and designs are made for floral baskets, bouquets and loose flowers for every occasion. Decorations are also supplied for weddings, balls, receptions and other social and fraternal functions, and visitors are always welcomed. The Metairie Ridge Nursery Company is distinctively a home enterprise, practically all of its officers and stockholders being residents and prominent business men of New Orleans. R. W. Wilmot, the Vice President, is identified with the machinery and supply business, and Samuel A. Trufant, the Secretary-Treasurer, was for years the cashier of the Citizens' Bank, and is one of the leading brokers of the city.

R. P. HYAMS COAL COMPANY

Supplying of coal to the inhabitants of a city the size and importance of New Orleans is a task which requires an organization of complex character and one of conspicuous efficiency; for not only must the needs of every householder and business man be supplied, but also those of the industries and utilities which carry on the city's business; supply it with electric light, with power for the street railways and the various industries of the city and keep up the steam in the boilers of the Crescent City's eight hundred and eighty-odd manufacturing enterprises. All of these things have to be looked after 365 days in the year by the coal man. The R. P. Hyams Coal Company does 60 per cent of the domestic and factory business of New Orleans. In its great yards in Calliope Street and elsewhere are to be found great piles of the black diamonds ready to be moved at a moment's notice to the thousands of household consumers and other buyers of the city. Having yards in the different residential districts facilitates prompt delivery to those customers residing in these particular districts.

BACHER BROTHERS

This firm was established 54 years ago by Christian Bacher, Sr., who, with his faithful wife, conducted a small bake shop in the old portion of New Orleans, corner Crab and Bogatelle Streets, for three or four years. From this location he moved to the corner of Chippewa and St. James Streets, where, for 22 years, the quality of his bread pleased the better element of the uptown bread-eaters in the neighborhood of the Magazine Street Market.

Owing to bad health he was compelled to retire from business for two or three years, when he again started in the baking business in the Garden District, at the corner of Laurel and Foucher Streets. About two or three years after opening this bakery, his three sons, Charles, William and Christian Bacher, Jr., having grown to manhood, became associated with their father in the operation of this bakery, which quickly developed into a large business under the direction and energy of their combined youthful and ambitious efforts.

About 1907 Mr. Christian Bacher, Sr., retired from active business life, but until the time of his death, in November, 1914, he always took special pride and interest in the success that his sons attained in their special efforts to please the most exacting families with the quality of their bread.

To-day Bacher Bros.' name is a household word in most of the best homes throughout the city.

Schwartz Brothers & Company

Foremost among the firms who have had a part in the upbuilding of the trade of New Orleans in Latin America is Schwartz Brothers & Company, importers and exporters of all classes of dry goods, which occupies the building at 100 Magazine Street, corner of Canal. This firm was probably the pioneer in introducing New Orleans goods in Central America, and was founded about twenty-one years ago by Leon E. Schwartz and the late Victor Herbert.

The commercial travelers of the Schwartz firm were always assured of a cordial welcome, and they were men who understood the people and their customs of living and doing business. Thus the house intrenched itself firmly in the good opinion of the leading merchants and business men of Mexico, Honduras, British Honduras, Guatemala, Costa Rica, Nicaragua, Panama, Cuba and other sections. The Schwartz firm has always been one which had a great deal of civic pride, and in building up its own business in Latin America and the West Indies it also looked after other lines, assisting merchants of New Orleans to get orders and serve customers whenever possible. In this way it served to build up the New Orleans trade in numerous lines through its enterprise, and is greatly responsible for the cordial relations which now exist between merchants of those countries and those of New Orleans. The Schwartz firm also did a great work in building up its domestic trade in the Gulf States and elsewhere. It has been a consistent worker for the spread of New Orleans commercial influence throughout all parts of the South, and has aided in every civic object to increase trade.

The present members of the firm are Leon Schwartz and Herbert J. Schwartz, the house's business being carried on without incorporation.

SCENE AT HARVEY CANAL AND LOCK,
Harvey (Jefferson Parish), La. Opposite Louisiana Avenue, New Orleans.

Hibernia Bank and Trust Company

No financial institution in the South is more widely or more favorably known than the Hibernia Bank and Trust Company of New Orleans, which occupies the magnificent building at Carondelet and Gravier Streets, the first real skyscraper of the Crescent City. The Hibernia Bank is headed by representative financiers of New Orleans, men who have made their fortunes by conservative investment in the resources or lands of Louisiana and the Gulf States; men of foresight and imagination who have foreseen the future of timber, land and swamp development as population surged into the great Southern waste lands. The Hibernia Bank has the confidence of the investing public, and has always been loyal to New Orleans and to the interests of the State of Louisiana. Through its civic pride the city was enabled to float a bond issue of $7,000,000, whereby it was possible to complete its magnificent sewerage and drainage system. The Hibernia and other banks formed a syndicate to market the bonds at par, and later came to the rescue of the city in financing the $9,000,000 bond issue for the refinancing of the public indebtedness. The Hibernia was also one of those banks which came first to a realization of the worth of the great reclaimed lands of Southern Louisiana, and its stockholders and President John J. Gannon are the owners and developers of the world's greatest orange grove, created from sweet marsh lands situated in the Ninth Ward of New Orleans.

THE ORPHEUM CIRCUIT

Due to the confidence the managers of the Orpheum Circuit have evidenced in the future of the South, New Orleans ranks as one of the most important vaudeville centers of the United States. Since 1901 the circuit has operated a high-class theatre in St. Charles Street, known as the Orpheum, where the best known and most talented artists from the amusement world have been seen. Commencing with the season of 1917-18, two theatres will be operated—the present Orpheum, where the highest class of artists and attractions will be presented, and the Palace, at Iberville and Dauphine Streets (formerly known as the Greenwall and Triangle), where popular priced vaudeville and feature and comedy pictures will be offered. When the season of 1918-1919 opens the circuit will be in the new Orpheum, now in course of construction, in University Place, which promises to establish a standard for future theatre building. This edifice is to be strictly a theatre, and will be the headquarters of the circuit's interests in the South.

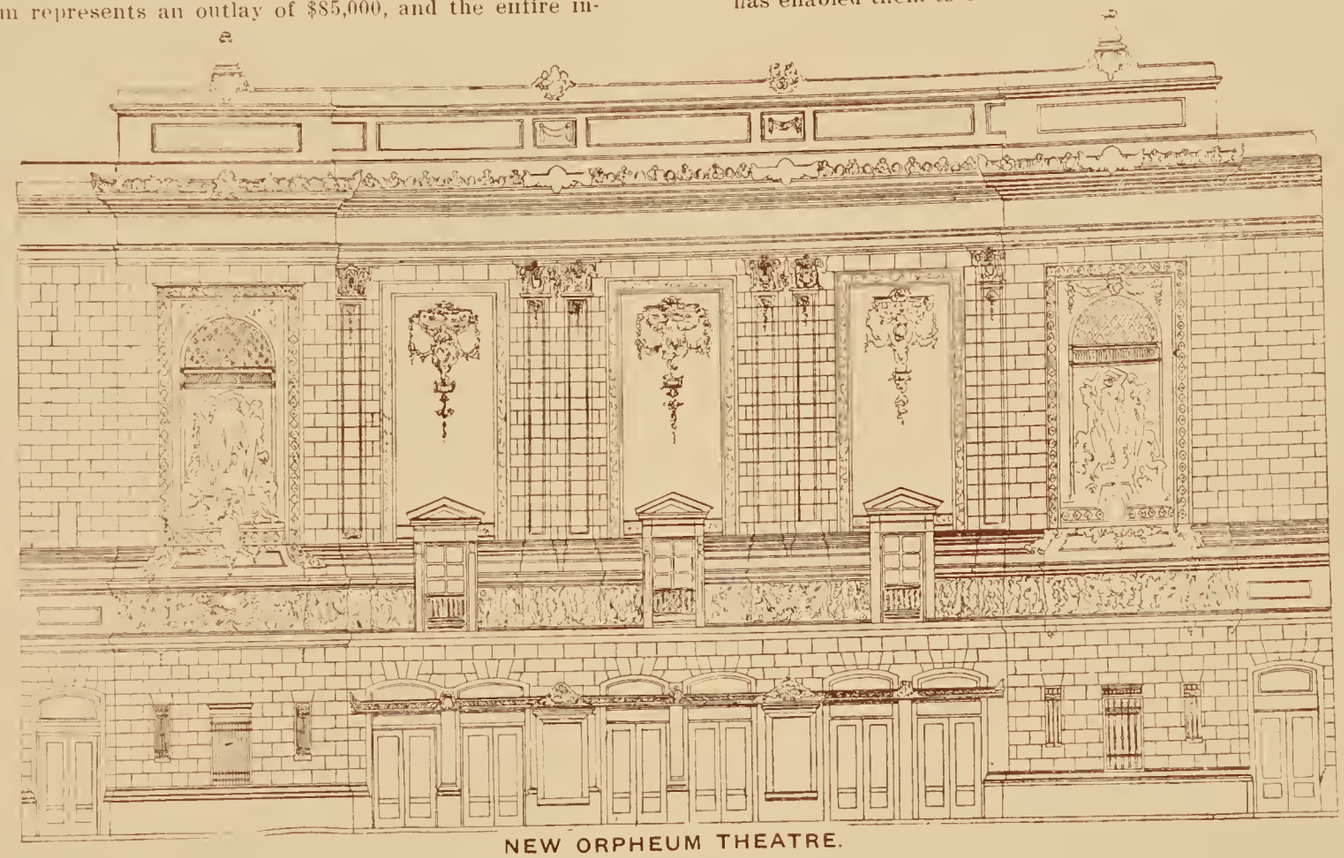
The site for the new Orpheum represents an outlay of $85,000, and the entire investment, including furnishings, decorations and the latest stage appliances, is not far from a half million dollars for this one theatre alone. The erection of this theatre is in keeping with the policy of the circuit to erect one modern theatre each year in those cities with an established future. St. Louis and Kansas City are the cities preceding New Orleans in this distinction.

The Palace is the most recently erected theatre in New Orleans, excepting the Orpheum, and is modern in every respect, and its purchase was made only after a careful inspection of its adaptability to vaudeville and pictures. In selecting this theatre for popular priced vaudeville and pictures the managers adhered to their policy of catering to the comfort of their patrons. One of the requisites of such a theatre was that it be modern, with perfect accoustics and with a full view of the stage from every seat in the house.

With two vaudeville theatres in operation New Orleans takes rank with the other important cities of this country, where such a policy has been found practical and popular.

The heads of the Orpheum Circuit, which is probably the largest theatrical enterprise in this country, are Morris Meyerfeld, Jr., President, and Martin Beck, Managing Director. Both are pioneers in this field, and their names are indelibly linked with the history of this most modern form of amusement. They began their operations more than a quarter of a century ago, when vaudeville had not yet emerged from the experimental stage, and their success has been so pronounced that theatrical authorities freely credit them with having played important roles in the uplift of this form of entertainment. Their first theatre was in San Francisco, where is the President's office is still maintained. Other cities, however, were soon included in the circuit, until they now not only operate from coast to coast, but maintain offices in many foreign countries. This policy has enabled them to offer the world's greatest novelties as well as the greatest artists.

MORRIS MYERFIELD, JR.,
President.



NEW ORPHEUM THEATRE.

MARTIN BECK,
Managing Director.

The managing director's office is in New York, the center of things theatrical in the United States.

New Orleans has a close interest in anything pertaining to the Orpheum Circuit, due to the fact that Colonel C. E. Bray, who, in later years, has been the first lieutenant of Mr. Beck, first introduced high-class vaudeville to local theatre-goers and was the Orpheum's resident manager for several years, before being called to more important duties. Colonel Bray selected the site for the new Orpheum and represented Mr. Beck in the purchase of the Palace, and thus has had the distinction of introducing popular as well as high-class vaudeville to New Orleans.

The Orpheum's policy is two performances each day, one at 2:15 o'clock and the other at 8:15, with prices ranging from 10 to 75 cents. The Palace offers three shows daily, the first at 2:30 o'clock, the second at 7 and the last commencing at 9 p. m., the prices ranging from 10 to 30 cents.

Building and Construction

The Standard Export Lumber Company, Ltd.

EDGAR R. duMONT,
Vice President and Managing Director.

Foremost among the corporations which have striven for the ascendency of New Orleans as an export center of pitch-pine lumber and naval stores is the Standard Export Lumber Company, Limited. Under the active management of Edgar R. duMont, Vice President and Managing Director, this company has been a most consistent and indefatigable worker for improved lumber-loading and cargo-accumulation facilities for New Orleans, and was the moving factor in obtaining the old Walnut Street lumber wharf, the first cargo-loading lumber facility on the river front at New Orleans. In the days when there were many abuses to be corrected in free time for cars and the most hasty movement of lumber, timbers and logs for export, Mr. duMont and the Standard Export Company were in the front rank of those who were fighting for and did finally accomplish reforms which have been of lasting benefit to the lumber export trade. Had it not been for the European war it is no doubt that these accomplishments would have resulted in New Orleans being the leading lumber exporting point on the Gulf or South Atlantic.

The Standard Export Lumber Company, Ltd., was incorporated under the laws of Louisiana on February 10, 1906, and has enjoyed an excellent business since its inception. The business has been both export and coastwise in character and was noted as being the largest movements of lumber from the pitch-pine section. Mr. duMont has been the Vice President and Managing Director since the foundation of the company, and has been its guiding spirit as well. He is reckoned as a progressive and far-seeing business man of unusually affable and pleasing disposition. He has a host of friends in the pitch-pine belt, and is generally recognized as a leader in all matters pertaining to the export lumber business.

The great success of the Standard Export Company is due in a large measure to the ability of Mr. duMont and his associates to convince the big English buyers of lumber that the Southern pitch-pine, or yellow pine lumber, is the best lumber with which to build wharves, public buildings and constructive interior and exterior work. Through this means. Mr. duMont was able to make connections with the largest lumber-distributing houses in the British Isles, and yellow pine won a great victory.

During all this period Mr. duMont and his associates were seeking to improve lumber-exporting conditions at New Orleans. A great deal of their business was shipped at the outset through Gulfport, Pascagoula, Port Arthur, Galveston and other ports, but Mr. duMont sought to bring his cargoes to New Orleans because of his love for the city and pride in the growth of her commerce, and because he realized that better tonnage arrangements could be made through New Orleans than elsewhere. Many cargoes and large packet shipments were made through New Orleans, but the full-cargo business had to go to other ports, because of the lack of cargo-accumulating facilities here; but as far as possible the Standard Export Company has striven to give New Orleans the preference, and has always made this city its headquarters with its handsome suite of offices in the Whitney-Central Building.

The business of the company has become so enlarged recently that it has been necessary to divide it into two departments, viz.: Those east of the Mississippi River and those west of the Mississippi River. In the Western Department there are offices at Beaumont, Orange, Port Arthur and Galveston, Texas, all of which report to the main office in New Orleans. In the Eastern Department are the branches at Pascagoula and Gulfport, both of which are in Mississippi. The company has alliances with several large lumber mills at Gulfport and Pascagoula, and is on most friendly terms with every leading lumber manufacturer in the Southern States. In fact, the counsel of Mr. duMont is regarded as so valuable that he is never omitted in any conference of lumber managers. His advice and counsel was largely responsible for the creation of the successful organization known as the Southern Pine Association which has been instrumental in doing a great deal of valuable work for the lumber industry in preparing the factories for the European market after the war and in spreading the good qualities of Southern yellow pitch-pine through the industrial centers of Europe and Great Britain. Particular success has been attained in the conversion of the European cities to the value of the creosoted wood block as a paving material, and it is probable that hundreds of cities in war-stricken sections of Europe will be repaved with this lasting material. The Standard has recently been quite active in promoting the rehabilitation of the lumber-exporting business to Europe through the good offices of the Allied governments, and numbers of large contracts have been booked already for shipment.

GENERAL OFFICES, STANDARD EXPORT LUMBER COMPANY.

BOGALUSA
A Permanent Paper Manufacturing Center

The task that confronted the founders of the Great Southern Lumber Company and the City of Bogalusa was not greater than was the problem of making Bogalusa a permanent city, not one whose history would be written with the last log manufactured in the great sawmill plant. It was with this idea in view that it was decided to erect one large mill—the largest in the world—rather than several smaller units distributed through the timber holdings of the Company. It was recognized that, if all the waste developed in the operations of the sawmill could be concentrated at one point, the possibilities of its remanufacture into useful by-products would be increased many fold. Such concentration was commercially practicable only if this waste was developed and could be handled at one mill.

The capacity of the sawmill when first started was about 700,000 feet of lumber daily. This capacity was later increased to 1,000,000 feet per day the narrow edgings that otherwise would be burned. Then a shingle mill was put in to make shingles from the trimmings from large timbers. A box factory was later installed to use up short pieces of lumber that would be almost worthless in the general lumber market.

It will thus be seen that all along due consideration was being given to the utilization of waste material; but the fire in the burner continued to burn without appreciable diminution, and it was decided to look further into the waste-saving problem. It was also seen that, no matter how far the remanufacture of waste material was carried as outlined above, it was limited to the operation of the sawmill itself and must come to an end when the mill ceased cutting. What was particularly desirable and necessary was to find some means of making permanent the life of a city of 12,000 inhabitants by creating an industry that would Very soon after the mill was started, lath machinery was installed to utilize utilize waste material so long as available and yet an industry that would be capable of continuing after the merchantable timber of their holdings has disappeared, which will be probably twenty-five to thirty years from now.

BOGALUSA LUMBER MILL.

By the early part of 1914 the problem had reached such proportions that it was decided by the officials and directors of the Great Southern Lumber Company to call in the assistance of experts to aid in its solution. Accordingly, Arthur D. Little, Inc., a prominent firm of chemical engineers of Boston, Mass., was asked to make a survey of the whole waste-saving proposition, in order to find out just what quantities were available and into what products they could most advantageously be manufactured. Dr. Little's engineers spent five months on the plant and in the woods gathering data on this subject, and incorporated it into a report of several thousand pages. One of the interesting, as well as somewhat disturbing, features of that report was that, with all the utilization of waste herein described, the Company was obtaining but thirty-five per cent of the Southern pine tree; that sixty-five per cent was left in the woods or was burned at the plant after the logs had been manufactured and the laths, shingles and box shooks turned out.

The principal recommendation in Dr. Little's report was that a paper mill be erected to utilize a large portion of the waste available for pulp-making. He also recommended that a distillation plant be installed to utilize the stump wood and light wood for the production of turpentine, rosin, pine oil, tar and charcoal. His report also stated that a large quantity of alcohol could be made from the sawdust.

In the year 1912 a sulphite-process paper plant had been erected, but was not entirely successful. In 1914 the process was changed to what is chemically known as sulphate, and in March. 1915, this plant resumed operation successfully, and ever since then has been producing fifty tons of container liner daily. This container liner is a stiff, brownish cardboard that is used in the manufacture of corrugated packing boxes.

The Bogalusa Paper Company, Inc., a subsidiary of the Great Southern Lumber Company, is now constructing a container liner plant at a cost of approximately $1,500,000, which plant will be just like the first mentioned, with the important exception that its capacity will be three times as great. While this second plant will go far towards using the waste material developed in the plant and woods operations, there will still be enough left to supply yet another plant to be erected by the Bogalusa Paper Company in the year 1919. By the beginning of 1920 the Great Southern Lumber Company, therefore, hopes to be conducting its lumbering operations absolutely without waste.

The Lumber Company is now engaged in the consideration of the best type of distillation process to install to utilize the stumps and light wood on their cut-over lands. A plant of this kind will very likely be put in early next year. It will enable the settled on cut-over land to clear the stumps and light wood from his farm at a profit instead of a heavy expense as now.

Investigation is also under way looking to the location of a large alcohol plant in Bogalusa.

A campaign is now being made to encourage farmers within a hundred miles of Bogalusa in the planting of old-field, slash and shortleaf pine trees on the swampy, uncultivable portions of their farms. These types of pines grow so quickly that in from twelve to fourteen years from the time they are planted they can be cut for pulp wood. It is by this means that it is expected to supply a half dozen paper mills located in Bogalusa for all time to come, making it easily the largest paper-manufacturing center in the South.

MODERN BASCULE BRIDGES IN NEW ORLEANS

In line with the progressive spirit evidenced by the various modern civic improvements undertaken and carried out by the City of New Orleans in recent years, the completion of five Strauss Trunnion Bascule Bridges marks another step in keeping abreast of the times. The accompanying views illustrate the single-leaf Strauss Trunnion Bascule Bridge over the New Basin Canal at Lake Street. Similar Strauss Bridges have been built over the New Basin Canal at City Park Avenue and at West End Park, over the Old Basin Canal at Hagen Avenue and over the Channel connecting New Basin Canal with the Southern Yacht Club Pen.

These bridges were designed by The Strauss Bascule Bridge Company of Chicago, Ill., a firm of Consulting Engineers making a specialty of the design of movable bridges across navigable waterways. This firm has the largest organization in the world devoted exclusively to the design of movable bridges. They have acted as Consulting Bridge Engineers for the United States and Canadian Governments; a number of European Governments; many Municipalities in this country and abroad, and practically all of the leading Railway Companies of this country and Canada. Strauss Trunnion Bascule Bridges are to be found in Sweden, Egypt, Russia, Mexico, Santo Domingo, Norway, Denmark and other countries. The Strauss Bridge is the only type of Bascule Bridge used by the United States Government, they having constructed six bridges of this type.

The Strauss Bascule Bridge, which revolves upwards in a vertical plane when opening for passing boats, is counterweighted so that it is in exact balance in all positions. In the case of the Lake Street Bridge, New Orleans, this counterweight consists of concrete carried above the roadway. The load upon the foundations from the Strauss Bridge is fixed in position and amount. This is a great advantage in the case of alluvial soil conditions such as prevail in New Orleans. The Lake Street Bridge is known as a single-leaf bridge and measures 65 feet center to center of end bearings. Similar bridges of the Strauss type have been constructed in single-leaf spans having a length of 260 feet. Double-leaf Strauss spans have been built having a length of 336 feet. The largest Bascule Bridges in the world are of the Strauss type.

The bridges of this type in New Orleans were constructed under the Martin Behrman Administration, the work being in direct charge of W. J. Hardee, City Engineer. The Strauss Bascule Bridge Company, as consulting engineers, furnished the plans and specifications.

STRAUSS TRUNNION BASCULE BRIDGE OVER NEW BASIN CANAL AT LAKE STREET, COMPLETED 1914

Jefferson Construction Company

INCORPORATED

1101 QUEEN & CRESCENT BUILDING

NEW ORLEANS PUBLIC LIBRARY.

Have been operating in New Orleans since 1906, and have erected some of the largest buildings in the city. Amongst those built since their organization here are the following: Central Public Library, at Lee Circle; City Hall Annex, Carondelet and Lafayette Streets; Metropolitan Bank, Camp and Poydras Streets; St. John's Church, in Dryades Street; Illinois Central Railroad Office Building and Sheds, on Poydras Street; Million-Dollar Cotton Warehouses, for Dock Board of New Orleans; all the buildings for Loyola University, on St. Charles Avenue, opposite Audubon Park, and many other fine buildings.

The officers of the Jefferson Construction Company are: J. P. O'Leary, President; O. M. Gwin, Vice President; Frank Hidalgo, Secretary.

J. W. Thompson

Mr. Thompson established himself in gravel and sand production in this State fourteen years ago. Prior to this his main interest was railroad construction work. Westwego grain elevators were, about this time, being constructed by him, and on their completion he took up the development of Profit Island, some 22 miles above Baton Rouge, via river. The original plant was erected with a view of supplying ballast material. Later an improved plant was erected at Anchorage, La., where commercial gravel and sand can be washed and sized. This plant has a capacity of 5,000 cubic yards per day. Owing to the bonds issued by the several parishes if this State, the demand for good road material has been excessive, and this plant is one of the largest producers in the

State, now having orders on its books for approximately 400,000 cubic yards for delivery as fast as cars and barges can be secured to handle it.

The cut shows one of the many roads constructed with the Profit Island material. Owing to the fact that the production and sale of gravel and sand being closely allied to the other items in the material line, Mr. Thompson has from time to time added items to his line, until now he stocks a complete line of building material and specialties.

His present offices, occupying the entire ground floor of the Contractors and Dealers' Exchange Building, 826 Perdido Street, are central, and are, therefore, convenient to the contractors of the city and visiting patrons. His most recent construction work in this territory was the erection of the Trans-Mississippi Railroad Terminals, consisting of freight sheds and modern passenger stations, which are considered to be the finest in the South. He is also engaged in towing and dredging. Mr. Thompson's Construction Department Headquarters are located in St. Louis. He recently closed a contract with the government and is now busily engaged in erecting two army cantonments, one at Fort Worth, Texas, and the other at Deming, New Mexico; also an aviation camp at Fort Worth, Texas.

PLANT OF THE OTIS MANUFACTURING COMPANY, LARGEST IMPORTERS OF MAHOGANY IN THE WORLD, NEW ORLEANS, LA.

J. Watts Kearny & Sons

Among the firms of New Orleans in the building materials and supply business, the firm of J. Watts Kearny & Sons, of 512-526 South Peters Street, has occupied a prominent position for the past two generations. The company was formed many years ago by J. Watts Kearny, one of the most conservative business men of New Orleans, and a man who took a leading part in the business and social affairs of his day. It is one of the oldest firms in the city in its special line, and has kept up with the progress of the materials and supply business, so that it is now regarded as one of the most up-to-date firms in the building materials line in the Southern States. The business has now at its head, Mr. Warren Kearny, who has for years occupied a position of importance in the civic and religious life of the city, and has been identified with numerous charitable and uplift movements of many kinds. The other member of the firm is E. Newton Kearny, who is also a business and civic leader and an expert in the business to which he has devoted his career for many years. In addition to carrying on the business of the firm, the Messrs. Kearny have taken a prominent part in the development of mineral resources of Louisiana. Realizing the importance of developing a cheaper supply of lime for the building interests of New Orleans, the firm became large stockholders in an enterprise at Winnfield, La., which has the possibilities for the production of the largest quantities of lime and by-products to be found in the South. An immense limestone quarry is operated at this point, and, in addition to lime for building purposes, the firm is able to produce ground limestone for the treatment of a certain class of sour soils in Louisiana and Mississippi. This has been the means of assisting greatly in the redemption of farming lands and the cultivation of crops which could not otherwise be produced. At the same time a fine quality of building stone is produced which is shipped to New Orleans and various parts of the South where the freight rates are within reason. The Kearny firm has for many years taken a prominent part in the organization and management of the affairs of the Contractors and Dealers' Exchange, which was founded some fifty years ago and is the oldest builders' exchange in the South. The Messrs. Kearny have been prominent in movements to see that the dealers and the consumers of building supplies have received a square deal and that every measure of goods sold by supply men should be up to the standard. They were recently instrumental in bringing about a reformation in the dealings of contractors and dealers, whereby the investor and builder was guaranteed honest dealing.

ALLEN TUPPER

Few dealers in the clay products or building materials business in the country have the wide acquaintance and universal respect among their fellows as has Allen Tupper of New Orleans, dealer in firebrick and fireclay products, sewer and culvert pipe, subsoil drain tile, ready-roofing, tiling, wall coping, etc. Mr. Tupper started in the clay products business in 1886 as an exporter of clay sewer pipe. In this he was associated with J. S. Phipps and the firm of L. C. Fallon & Co., and through close application to business and his faculty of readily making and keeping friends he built up a valuable clientele of ever-widening scope. During the early history of his business career Mr. Tupper became interested in trade ethics and associated himself with various civic enterprises and organizations for the general upbuilding of the clay products business and for the benefit of the business interests with which he did business. He was a constant exponent of fair and honest dealing and a full measure to all of his customers, and was one of the most prominent members of the Contractors and Dealers' Exchange.

Shortly after the Cotton States Exposition Mr. Tupper became a member of the firm of Tupper Bros., and in 1891 succeeded to the business. In this change he again widened the scope of his business relations and soon became one of the leading dealers in his class of building materials. He became a large dealer in fire brick, both for export and local shipments, many of his consignments going to Cuba and various parts of Latin America to participate in its rebuilding. For the past ten years Mr. Tupper has been a successful bidder for sewera pipe for the Sewerage and Water Board, and thousands of feet of the sewer piping which underlays the streets of New Orleans were bought through his agency. Much of the water piping which supplies the 60,000-odd residences of the city were also sold by or through the Tupper firm. Mr. Tupper's places of business are at 625-627 South Peters Street and at 620-624 Commerce Street; but, on account of the extent of his business, he has storage yards for building material at various places in the city. He is active in civic organizations and is a member of the Board of Trade, the Contractors and Dealers' Exchange, the New Orleans Association of Commerce, the Building Material Dealers' Credit Association and the New Orleans Credit Men's Association. He is also prominent socially and in the club life of the city, and is always active in every good thing which is started for the improvement of the old city which has for so many years been the source of his business success.

THE STORY OF THE DELTA LUMBER COMPANY

The Delta Lumber Company might be called a youngster, but it is a very live and robust youngster, which has already grown great in its five or six years of very successful business life. Besides being a youngster, the Delta Lumber Company is a pioneer. It is perhaps the only exclusively retail lumber corporation in the South. The history of the Delta Lumber Company is essentially a modern one. It is a modern-idea concern with modern methods of lumber handling, distribution and selling.

One must understand just how New Orleans buys her lumber for her houses in order to understand how locally unique the Delta Lumber Company is. The lumber that goes into the houses of New Orleans comes chiefly from the small mills that are so numerous in the parishes on the other side of Lake Pontchartrain. These mills cannot be said to be wholesale propositions only, nor are they what might be termed mills doing a retail business only. They are hard to classify. But their classification has nothing to do with the fact that the major portion of the lumber used in the construction of houses in the City of New Orleans and the section contiguous thereto is the product of these many small manufacturing plants possessing the priceless advantage of waterway locations, permitting of the cheap transportation of lumber to this city. For the most part, excepting, of course, the large sawmill plants of the Salmens and Poitevent & Favre and the other big lumber concerns that do business in this city, the matter of proper grading is an unknown quantity, and, more than that, a subject which does not interest the midget mill owners at all.

This wholesale-retailing or retail-wholesaling which has been the result of the activities of the midget mills in New Orleans, created an anomalous condition in lumber New Orleans, into which in 1910 the Delta Lumber Company thrust itself organized to carry on a retail business only. For lumber New Orleans, as then constituted, this action was revolutionary indeed.

A number of the largest cypress manufacturers in 1910 conceived the idea of establishing a line of retail yards all over the country, and it was suggested by Messrs. Hilliard and Watson that they form a lumber concern and call it the Delta Lumber Company. The former was then secretary and manager of the Louisiana Red Cypress Company, which sells and distributes the largest portion of the Louisiana cypress lumber "crop," and the latter was secretary then, and still secretary, of the Southern Cypress Manufacturers' Association.

Up to 1910 the retail dealers in lumber all over the country handled very little cypress, and most of the cypress sold went to what is called the factory trade. Cypress was not so universally used, and the association of cypress manufacturers were then attempting to solve the problem of how best to get their peerless lumber product before the home builders of the United States. And the formation of regular line yards was one way to accomplish this. Consequently the suggestion of Watson and Hilliard was followed and the Delta Lumber Company organized, with an authorized capital of $250,000 and the following officers: A. T. Gerens, president; E. G. Swartz, vice president; and J. A. Hilliard, secretary-treasurer. The first manager of the Delta Lumber Company was W. P. Barr. The first Board of Directors was composed of the officers and the late Captain John Dibert and M. L. Rhodes, who has been, since 1913, president and general manager of the concern.

Just after the formation of the company the cypress association began its very active cypress propaganda, and the Delta Lumber Company, as a means toward the more extensive use of cypress as a home building material, was found to be unnecessary, as the retailers already established all over the country changed their policy in so far as the selling of cypress was concerned, and agreed to sell cypress just like they were selling all other kinds of lumber. From that time on the Delta proposition took on the aspect of a strictly Southern retail lumber business, and that is what it is today.

The first plant was a very small one, consisting of a small storage yard and a few hundred thousand feet of lumber on hand. Today their storage yards in New Orleans have been many times increased, and their stocks amount to millions of feet of all kinds of lumber. At first a cypress proposition, it is now no longer so, but is as much a yellow pine yard as a cypress yard, and as much a hardwood yard as either.

The success which attended the conduct of their business in New Orleans led them last year to open a yard in Baton Rouge, La., and they are now going to sell more stock to pay for the installation of at least four more yards in various parts of the South during 1917.

Their first location in New Orleans was the same as the present location, except that they have yearly expanded and taken in more ground about their first location. Their offices and yards are on Carrollton Avenue, at the I. C. R. R. crossing.

The majority of the big Louisiana cypress manufacturers are stockholders in the Delta Lumber Company.

Organized pretty much as an experiment, it has ceased to be such, and is now an established success, with prospects that it will show much greater growth in 1917 than it did in 1916.

Sincerely yours,

M. L. RHODES,
President.

G. M. GEST

The distribution of electrical energy for light, power, telephone and telegraph, etc., has grown with such wonderful strides during the past twenty years that it was causing myriads of overhead wires to be erected in city streets, and it was found necessary to adopt other means of distribution. The method adopted by progressive cities and companies was to use underground distribution. This method does away with the great numbers of unsightly poles, wires, transformers, etc., and helps to create the city beautiful.

Of the cities which saw the need and advantage of this type of distribution, New Orleans was among the first.

The Cumberland Telephone and Telegraph Company, about fifteen years ago, decided to go underground with their wires in New Orleans, and called upon G. M. Gest to install their first conduit. Doubt was expressed at the time as to the feasability of doing this, because of the sub-surface conditions. But all of these conditions were successfully overcome and the system completed.

In going about the streets of New Orleans at the present time, one cannot help but see the name of G. M. Gest. His organization is engaged in installing for the New Orleans Railway & Light Company an ornamental lighting system fed through wires in underground conduits. This is one of the largest contracts of its kind ever awarded, and requires the employment of many hundred men.

Underground conduit construction and the name of G. M. Gest have been linked together for the past quarter century. The first work of this nature started by Mr. Gest was in Cincinnati, and since then he has been identified with underground installations in all of the large cities of this country and Canada.

A great many improvements in construction methods owe their origination to him, and it has been the use of these methods, coupled wih the speed of installation, that has helped to make the success of his business. His main offices are in the Woolworth Building in New York City, and in the Power Building in Montreal, with branch offices in Cincinnati, San Francisco and Vancouver.

In order to encourage interest in underground work, Mr. Gest has always been a large exhibitor at the expositions, the last one being the Pan-American, where he was awarded the gold medal. His exhibit in the Palace of Machinery, showing all types of underground conduit and cable installation, attracted a widespread interest. At the St. Louis Exposition he was given the highest award.

He has also been represented at all the conventions of the National Electric Light and Street Railway Associations, and some may recall the manholes in Cincinnati and Montreal which he had fitted up for the entertainment and reception of the delegates.

Over two hundred cities have been benefited by the installation of underground systems by his organization, and they have installed 1,000,000 duct feet or over in each of the following cities, in addition to New Orleans: Chicago, Brooklyn, Montreal, Winnipeg, Reading, Toronto, Hartford, Dayton, Cincinnati, Nashville and the City of Mexico.

His organization has often been called upon to execute a second, and many times more, contracts for the same company, while in some cases they have done all the underground work. This is a befitting compliment as to the character of the work done by them.

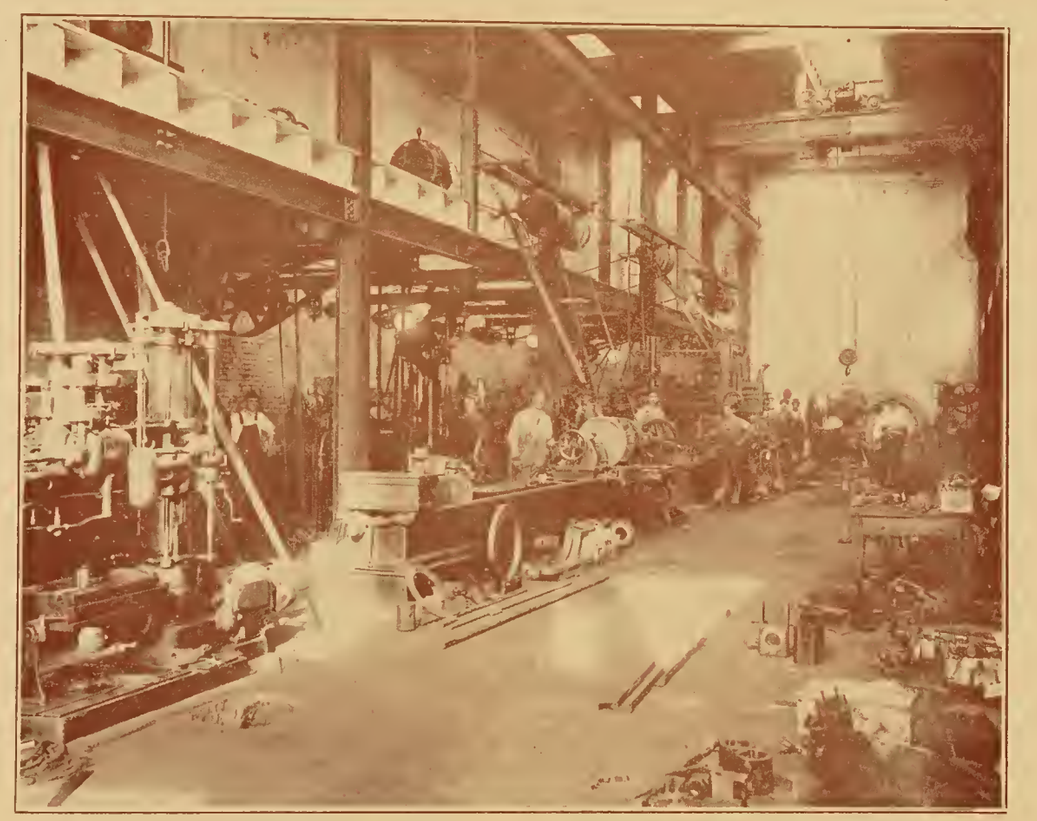
Robert H. Downman

A New Orleans business man who has of recent date become a prominent national figure is Robert H. Downman, the millionaire cypress manufacturer and for some time President of the National Association of Lumber Manufacturers of America. Mr. Downman attained prominence as a leader in industry and finance in Louisiana some years ago, after having become the head of several of the largest red cypress saw mills in Southern Louisiana, and he was honored more than ten years ago with being made King of the New Orleans Carnival. But since the great European war he has become a factor in both national and international affairs through his commanding position as the head of the

federated lumber organizations of America, representing many hundred millions of invested capital. By virue of this high office he was selected by President Wilson as the Chairman of the Lumber Committee of the Council of National Defense, and has made his headquarters at Washington since the declaration of the war with Germany. In this capacity Mr. Downman has supervised the purchase of more than two billion feet of all classes of lumber for the erection of army and navy cantonments and for other government purposes, and it is believed that this is only the beginning of his patriotic work. In his local connections, Mr. Downman is the President of the Bowie Lumber Company, Limited, with mills at Bowie, Bayou Des Allemandes, St. James and Ludivine; the White Castle Lumber and Shingle Company, Ltd., at White Castle, La., and the Jeanerette Lumber and Shingle Company, Ltd., of Jeanerette. The last-named plant manufactured about two million feet of tupelo gum lumber per annum in connection with its cypress operations and carries a stock of 500,000 board feet at all times. Mr. Downman is a director of the Hibernia Bank and one of the backers and owners of the 8,000 acres embraced in the holdings of the Lakeshore Land Company of New Orleans, which is developing the world's largest orange and grapefruit grove. This property is entirely within the corporate limits of New Orleans, and among its grove owners are many Northern millionaires.

Crescent City Machinery and Manfg. Works

Up to relatively a few years ago New Orleans held a position of little prominence in machinery and metal work lines. But with the growth of the maritime supremacy of the city and the constantly added needs of its industries for repairs the machinery business took on more importance. To-day it is one of the foremost industries of the city, having become a most necessary adjunct to the carrying on of the growing agricultural, manufacturing and mechanical enterprises embraced in the eight hundred-odd producing institutions of the Crescent City. Among the organizations of great importance is to be noted the Crescent City Machinery and Manufacturing Works, of 628 Tchoupitoulas Street, which is one of the busiest and most enterprising firms of the machinery and



repair line in the South. Organized a little more than a decade aback, this company has in recent years adopted the most modern methods known to science and is specializing in the repair of the largest pieces of machinery. This has been made possible by the discovery of the oxy-acetylene process of welding known as the Davis-Bournonville process, which won the medal of honor at the San Francisco World's Fair in 1915. Castiron, steel, aluminum, brass, copper and various alloys are welded without compression and in a homogeneous union so perfect that when machined or smoothed the union is not discernible. It is extensively employed in welding sheet metal, instead of rivetting; for welding pipe lengths, doing away with thread joints, and for tube welding. In the repair field its value is almost unlimited in reclaiming broken, worn and defective castings of gray-iron, steel, aluminum, brass, bronze and other metals, either in light or heavy sections. The Crescent City Machinery and Manufacturing Works to-day represents the best type of machine shops in the South, if not in the country as a whole. Ten years ago it had but one machine worth about $1,500, but to-day it occupies a large floor space with numerous machines of the latest and most improved types. The company is not only in the repairing business, but is an agent for manufacturers of welding and cutting producers. The present officers are: A. Vizard, President; P. A. Dubus, Vice President and Manager, and E. H. Ross, Secretary-Treasurer.

BOBET BROTHERS

Bobet Brothers, one of the oldest firms engaged in the exportation of rough staves, was established many years before the Civil War by one of New Orleans' most prominent citizens, Mr. J. S. Bobet.

When the war was over, the business was continued by the two sons of J. S. Bobet, Alphonse and E. J. Bobet, and became known as Bobet Brothers.

These two gentlemen maintained the old firm amid all the trials and difficulties of that period, giving it a new prestige and strengthening the character which made it a standard for integrity and efficient service in this country as well as in Europe.

Mr. Alphonse Bobet died twenty-six years ago, leaving Mr. E. J. Bobet sole proprietor of the firm. Mr. Bobet is to-day one of our most public-spirited citizens and is noted for his kindness and generosity as well as his efforts to advance the educational and material progress of New Orleans.

After the death of Mr. Alphonse Bobet, Mr. Paul B. Alker, a brother-in-law of Mr. Bobet, became associated with the firm as manager, where he remained until his death, five years ago, having been with the firm for over twenty years.

Bobet Brothers have immense yards on the river front for the receipt, storage and shipment of staves, occupying three squares of ground at the foot of St. James Street, and four squares at the foot of Ninth Street.

Oak staves are shipped from interior points throughout Louisiana, Texas, Mississippi, Alabama, Florida and Tennessee to New Orleans, and are exported to Portugal, Spain, France, England and Italy, the firm's exports running into the millions of staves each year.

The corps of employees with Mr. C. H. Alker, as manager, are courteous and obliging and endeavor to maintain the splendid principles laid down by Mr. Bobet.

R. McCARTHY, JR.

Mr. R. McCarthy, Jr., Building Contractor, is a conspicuous example of what native energy, ability and the practical application of knowledge to things are capable of accomplishing in the development of the community no less than of the citizen. Mr. McCarthy, a product of New Orleans, has been engaged in the general contracting business for the past twenty-one years. During that period he has erected many handsome residences in New Orleans and elsewhere, office buildings, mercantile plants, and is now constructing the new City Hall Annex, which is to be a very handsome building, and the lakes at Audubon Park. His connection with many fire insurance companies has made him an authority in the matters of estimates on losses, and these estimates, accurate in every way, are invariably used as a basis in arriving at adjustments.

Notwithstanding his many enterprises and the numerous demands upon his time, Mr. McCarthy is a believer in social relaxation—believes all work and no play, morally, physically and intellectually, is utterly bad, and, so believing, encourages by personal example active connection with associations of a social and fraternal character, of which he is a member of quite a number.

THE JOHNSON IRON WORKS

One of the most substantial and, at the same time, important industries of this city and port of New Orleans is the Johnson Iron Works, Limited, of New Orleans, which has its plant situated at Morgan, Patterson and Seguin Streets, in Algiers. The company for a long time occupied a leading place in the industrial growth of New Orleans, and in the last few years this position has taken on added prominence on account of the war and the strong demand for all classes of iron and machine work caused by the rejuvenation of the sugar industry in the Gulf States and in Cuba. The Johnson Iron Works has one of the most modern and best-equipped plants in the Southern States. Listed in its equipment is a large shipyard for the building and repairing of steel and wooden vessels, a machine shop, forge and pattern shops, a foundry and shops for the construction and repair of boilers, tanks, pipes and all classes of machinery and supplies. The Johnson Iron Works was established in the year 1850, and has never changed its location. On several occasions it has been forced to increase its capacity to meet the demands of business, this being particularly the case since the war in Europe. The officers of the Johnson Iron Works are: Henry D. Stearns, President; Wilmer H. Johnson, Secretary and Treasurer, and Warren Johnson, Consulting Engineer.

LIONEL FAVRET.

Among the general contractors of New Orleans none is more prominent than Lionel Favret. The remodelling of the Citizens' Bank Building and the Union Stock Yards were recently completed by Mr. Favret.

W. A. DILZELL.

Prominent Electrical Engineer and Contractor of 625 Poydras Street, who designed and installed the beautiful Prismatic Fountain at West End Park.

M. Picheloup, Jr.

A New Orleans boy who has attained success in the contracting business is M. Picheloup, Jr., of 3909 Dumaine Street. Mr. Picheloup is connected with some of the best known and most prominent families of the Fifth Ward, and has himself taken an active part in political affairs since he attained his majority. He fitted himself for the contracting business through several years of technical education and training, and is regarded as one of the leading contractors in New Orleans. His work is noted for the careful supervision and strict attention to the demands of the client, and the foundation of Mr. Picheloup's success has been his indefatigible adherence to principles of fair dealing with those who employ him. Mr. Picheloup has built scores of homes in the Second and Third Districts of the city, and made numerous friends by the thoroughness of his work. He has hosts of friends in all parts of the city, and has been noted among his employees as a man who is fair in his dealings with his labor.

R. H. BAUMBACH,

Manager.

Eugene Ditzgen Company, Manufacturers of Engineering Instruments and Drawing Materials, was established in 1902, and is located at 615 Common Street.

American Creosote Works

In the general creosoting business the firm in the South which has made the greatest strides is that of the American Creosoting Company of New Orleans, which has supplied much of the piling and other creosoted woodwork used in the construction of the city and railroad docks and wharves, as well as thousands of the creosoted wood-block used to pave some of the most beautiful streets and avenues of the Crescent City. The American Creosoting Company does the largest general creosoting business in the South and one of the largest in the nation, and its two plants at Louisville, Miss., and at New Orleans are equipped with the largest cylinders for creosoting to be found in the

world. These cylinders are nine feet in diameter and have facilities for handling piling and other timbers up to a dength of 180 feet. This is something like 80 feet longer than the longest creosoted timbers generally used in constructive work, the longest average being about 100 feet. The principal plant of the company is located at Southport, a suburb of New Orleans, and has a capacity for turning out fully 100,000,000 feet of creosoted lumber of all kinds per annum. This plant has in addition large private wharves for the handling of river and ocean shipping and has some three and one-half miles of trackage which are accessible to every railroad in the city. The plant at Louisville, Miss., is also of large capacity, and has one and one-half miles of railroad trackage. The company was organized in 1901, and the present officers are: S. W. Labrot, President; E. L. Powell, Vice President, and J. M. Van der Veer, General Manager. The output of the two plants consists of all kinds of creosoted lumber, piling for wharves, bridges, timbers, poles for telephone and telegraph companies, crossarms for electric light and other companies using poles, electric light poles; in short, every kind of creosoted material for constructive work. Large quantities of the timbers and piling used in the Panama Canal work were furnished by this company, as well as for railroad work in all parts of Latin America. The Stuyvesant Docks and the city wharves also were supplied with creosoted timbers by this company.

FRITZ JAHNCKE, INC.

In compiling a commercial record of the progress of New Orleans much of the romantic and interesting would be missing without the mention of the "House of Jahncke," for the Jahncke firm in its various branches has been an active part in the business development of the Crescent City. Founded by that stalwart old citizen, Fritz Jahncke, a native of Switzerland, the House of Jahncke was built up from a humble beginning. Old residents of New Orleans will remember the stone, gravel and building material yard which stood near the corner of Carondelet and Howard Avenue, occupying almost half a block of ground. To one side of it was the cottage which was the first home of Fritz Jahncke and his family, and the yard adjoining was his place of business. There he raised a family of stalwart sons, who are now the heads of the Jahncke enterprises, which include the Jahncke Navigation Company, engaged in towing, dredging and the leasing of barges; the Jahncke Sand and Gravel Company; Fritz Jahncke, Incorporated, and Jahncke & Schaff, pavers. This is probably the largest corporation engaged in the building material business in the South and compares favorably with any in the volume of tonnage handled.

Ernest Lee Jahncke, for two terms the President of the Association of Commerce of New Orleans, is the head of the House of Jahncke since the death of his public-spirited father several years ago, and he is President of the corporations which bear the Jahncke name. He is an associated member of the American Society of Civil Engineers, and has served several terms in the Louisiana General Assembly with credit to himself and the city. Paul F. Jahncke is Vice President of the firms, and Walter F. Jahncke is the Secretary-Treasurer. Walter Jahncke has taken a prominent part in the organization of building materials and supply trades of the city and served several terms as the President of the Contractors and Dealers' Exchange of New Orleans, one of the oldest builders' and contractors' organizations in the country. His work received recognition by the national oganization of the building and materials trade, and he was chosen as one of the highest officers of their body. More recently he took a prominent part in the organization of a body known as the Allied Building Council, which was for the purpose of raising the standard and ideals of the contracting and general supply business and insuring fair and square dealing to the property owners, corporations and other enterprises who contemplated building operations in this district. Mr. Jahncke is the Vice President of this organization.

Fritz Jahncke, the orignal head of this great business institution, was a man of great attainments, but a quiet plodder. He built up a business which at his death was one of the leaders in its line in the South, and since that time its importance has been augmented in various lines. The latest expansion of the Jahncke interests was in the creation of a great shipyard at Madisonville, La., where the corporation has always had large shellbanks and sandpits, from which it supplies its material yards at New Orleans by means of fleets of barges which deliver their cargoes to yards on the New Basin and Old Basin Canals. Ernest Lee Jahncke conceived the idea that the nation was in need of shipbuilding facilities to meet the peril of the submarines, and he at once organized and set in motion the Jahncke shipbuilding yards. Contracts were obtained from the Emergency Fleet Corporation, a subsidiary of the United States Shipping Board, and the company has now under construction several large steel and wooden vessels which are to be delivered within a few months.

In spite of the calls on the Jahncke brothers for their own business interests they have all been untiring workers for New Orleans.

Mr. Ernest Lee Jahncke assumed a leading part in the movement to restore the operation of barges and cargo boats on the Mississippi River; was the author of a bill which brought about the plans for the creation of a sea wall from West End to Spanish Fort and the prospective building of magnificent roads fronting the Lake Pontchartrain; was active in plans for the building of an auditorium and convention hall of large dimensions which is in prospect; was one of the organizers of the Joint Traffic Bureau of civic exchanges, and finally took the lead in attracting the attention of the War and Navy Departments to the possibilities of New Orleans as shipbuilding sites. Mention of the House of Jahncke would be incomplete without a tribute to the noble work accomplished by the three brothers during the great storms of 1915 and 1916, the first being at New Orleans and the second at Mobile and along the Gulf Coast. At great expense to themselves they took their boats and other craft to the stricken sections and worked untiringly in relief and giving attention to the injured and dying. For this work they gained the undying admiration of the Gulf Coast residents and the respect and esteem of their fellow-townsmen.

National Sash and Door Company

The National Sash and Door Company of New Orleans is an up-to-date factory, equipped with the best and most modern machinery for the manufacture of sash, doors, blinds and general mill work. The plant and yards cover an area of four city blocks, situated on the Old Basin, with office at Dupre and Toulouse Streets. The factory is two stories in height and has excellently segregated departments for facilitating the work. The materials used are principally cypress and pine, though hardwoods and other

varieties are likewise carried in stock. The output is shipped to North, Central and South America and to the West Indies.

The company was originated in 1847 by Lhote & Company, the location then being at the head of the Old Basin. As the business developed and modernized the firm was incorporated as the Lhote Lumber Manufacturing Company and the plant continued at the original location at the head of the Old Basin until 1905. As the city had built up around it and there was no further room for extension, it was determined to seek other quarters where sufficient room for spreading to meet the demands of the trade was assured. The building of the new plant on its present site was started early in 1905, and late in the fall of that year the firm moved into their present quarters.

In 1910 the National Sash and Door Company was organized for the purpose of taking over and operating the business. Much new capital was secured; a number of leading financial men of New Orleans became interested, so that the National Sash and Door Company of to-day is a first-class woodworking concern.

King Stave Company

Prominent among the dealers in staves for domestic and export trade through New Orleans to the wine producers of the various States, as well as those of Italy, Spain and France, is the firm of the King Stave Company, which has extensive yards at Eighth and Tchoupitoulas Streets. The company is one of the best-established enterprises in its line in the Southern States, and has extensive connections with mills in the hardwood districts of Louisiana and Arkansas. It was organized several years ago by J. Herbert King, its President and operating head, who is well known in the stave trade throughout America and Europe. Mr. King was in the stave and lumber brokerage business for some ten years prior to the organization of the King Stave Company, and enjoyed the confidence and esteem of the leading men of the Gulf Coast and Ozark stave-producing districts. He came into the stave brokerage business by inheritance, as it were, since his father had been for years one of the important figures in the stave brokerage business and had been instrumental in putting over numerous deals of importance. The King Stave Company makes a specialty in handling staves for domestic production of wines and liquors, and has attained remarkable success in this line. Thousands of the best quality of oak staves and stave bolts are handled by this firm in its yards at Eighth and Tchoupitoulas Streets, which cover almost a full city square of space. These yards were among the first to comply with the requirements of the United States Public Health Service when the memorable campaign was on by the Federal officials for the permanent removal of the danger of an entrance of bubonic plague to New Orleans. The yards were thoroughly ratproofed according to the recommendations of engineers of the Federal Government and are noted as being among the safest stave yards in the United States. Mr. King is rated as an expert in matters pertaining to the stave business, and his reports on the supply of oak staves are taken as an authority by the statisticians of the State and Federal Governments. He is also well qualified as a traffic authority, and has taken a prominent part in the several contests of stave exporters and salesmen for elimination of various alleged discriminations charged to interstate carriers in rate adjustments and in the operation of cars and matters pertaining to free-time allowances. Mr. King is prominently connected in business and social circles and is active in all matters pertaining to the upbuilding of New Orleans institutions.

JACOB ZIMMERMAN

A contracting firm at present engaged in difficult work for the New Orleans Board of Port Commissioners is that of Jacob Zimmerman, of 18 East Forty-first Street, New York. This is one of the oldest contracting and engineering firms in the Eastern States, having been formed in 1862 by Jacob Zimmerman, the senior member and one of the most competent engineers in America. The present work of the Zimmerman firm is the construction of the wharfhouse of the magnificent marine cotton terminals of the Dock Board, a facility which will enable the New Orleans cotton factors and exporters to control the exportation of a very large portion of the cotton crop of the South through this port. These wharf facilities are an adjunct to the cotton terminals and warehouses already in operation, which have in themselves attracted hundreds of thousands of bales of the fleecy staple to New Orleans from plantations in Oklahoma, North Texas, Alabama, Mississippi, Georgia, Florida and Western Louisiana which in former years went to Galveston, Savannah and Brunswick. The Zimmerman firm specializes in heavy concrete foundation work and building of reinforced concrete structures. Its work at New Orleans has been considerable of an engineering feat on account of the varying stages of the Mississippi River and its depth at the water's edge. The work at New Orleans is one of the Zimmerman firm's first contracts in the Gulf States, as they have hitherto confined their energies to the work in the New York district. Most of the heavy concrete and marine terminal work of that section was participated in by the Zimmermans. The firm is composed of Jacob Zimmerman and G. Albert Zimmerman, and the local work is in charge of the latter. The contract presupposes the expenditure of several hundred thousand dollars, and the Zimmerman firm has been engaged on it for a number of months. It is giving employment to more than two hundred men daily, and has a large and adequate equipment for all sorts of harbor and terminal work, both at interior and seaboard points.

H. W. BOND & BRO.

Among the most reliable of the contractors who have in charge the erection of buildings which beautify the city is the firm of H. W. Bond & Brother. This firm has been engaged in the contracting business in New Orleans for the past twenty years and ha sconstructed a number of the model markets which have been designed by City Architect E. A. Christy. These markets are designed to give the maximum of cleanliness

JEFFERSON MARKET.
Being Erected by H. W. Bond & Bro.

and sanitation as well as freedom from flies and other contaminating insects and are of steel frame construction to insure stability and durability. The structural steel for these buildings was furnished by the Ingalls Iron Works of Birmingham, Ala., which is represented at New Orleans by J. Watkins White, who has his offices in the Hennen Building. Mr. White is a man of great ability as a constructing engineer and has furnished structural steel for many buildings both in the Crescent City and throughout this section. The Bond firm is at present building the Jefferson Market, one of the best public markets in the South and the most modern in New Orleans. It is situated at Berlin and Magazine Streets. Other contracts for the city and Federal governments are the New Basin Canal Office Building and the repair work at the Federal Building in Canal Street. The offices of H. W. Bond & Brother are at Room No. 9 in the Contractors and Dealers' Exchange Building, of which organization the firm is a member.

GEORGE J. GLOVER

As one look about New Orleans' skyline he sees what might justly be termed the monument to the activities of George J. Glover, for of the skyscrapers erected in New Orleans during the past fifteen years the Glover firm has built the greater majority. Mr. Glover is more than a contractor. He is what the French would term an entrepreneur. In short, he is a handler of money for constructive purposes as well as a general contractor; for it is said of Mr. Glover that he built himself and his business up to the magnificent proportions it now enjoys by his ability to finance himself and so arrange his affairs that he always came out on the right side of the ledger. Mr. Glover is one of the first general contractors of New Orleans to engage in the business on a large scale. His work is by no means confined to New Orleans, although he may be rightly called the "Father of the New Orleans Skyline." His specialty is the designing and construction of office buildings, railway buildings, heavy masonry, pile foundations and factories, and among those built by him are the Hibernia Building, the Whitney-Central, the Canal Bank, the St. Charles Hotel, the Grunewald Hotel and the Perrin Building. He also designed and constructed the American Sugar Refinery, the Cumberland Telephone and Telegraph Building, the Warren Easton High School and a large number of buildings for the occupancy of manufacturing plants, power plants, schools and other structures. At present he has a large force of men engaged on the construction of the new Newcomb University, which will face Audubon Boulevard and be an adjunct to the reservation of the Tulane University. This contract is for the erection of several handsome buildings, the total aggregating more than $1,000,000. Mr. Glover has a large and efficient organization, and the quality of his work has been recognized by contractors, engineers and investors in all parts of the country, and he is a member of the American Society for Testing Materials, the Contractors and Dealers' Exchange and the local organization of general contractors.

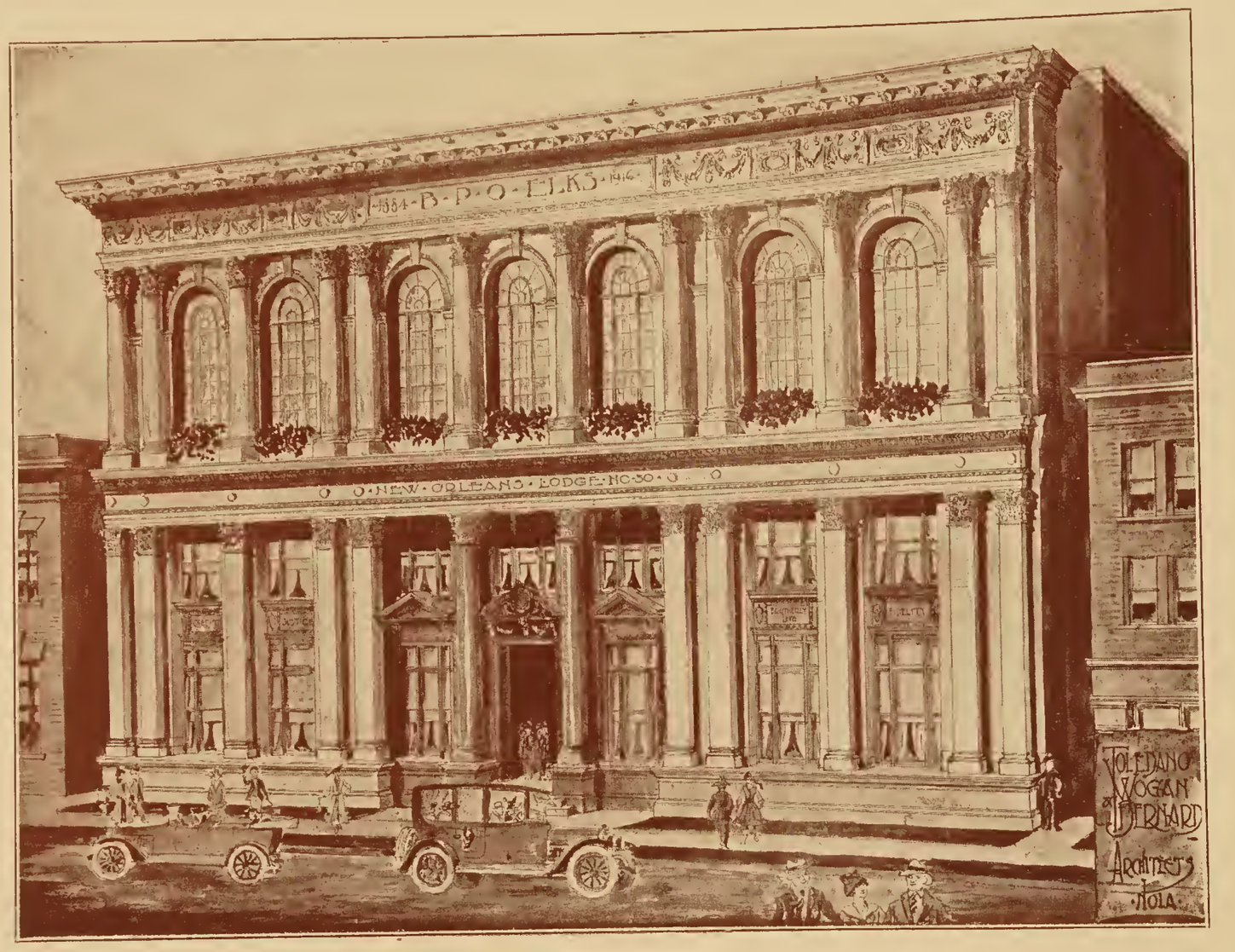
HAMPTON REYNOLDS

Few engineering firms of the South have had the uniform success of Hampton Reynolds, a contracting engineer who was for some time the City Engineer of New Orleans. Mr. Reynolds has been engaged in many of the large engineering and constructing contracts which has been carried on by the city and the Orleans Levee Board during the past ten years. Mr. Reynolds has a wide knowledge of soil conditions and the difficulties to be encountered in engineering contracts which are given in the Southern Louisiana district. His firm nas built miles of levee work in various sections of South Louisiana and is at present engaged on the construction of a canal which is to enable the Public Belt Railroad to get its coal from the Alabama coal fields by water so as to greatly reduce the fuel bill of the city. Another important work of Mr. Reynolds was the dredging of drainage canals through the lower parts of the city, in Algiers and elsewhere for the completion of the magnificent sewerage and water system which has contributed so much to the maintenance of good health conditions in New Orleans during the Behrman administrations.

OLE K. OLSEN

One of the most substantial and progressive citizens in New Orleans is Mr. Ole K. Olsen. For years he has been actively engaged in the handling of building specialties. In recent years he has supplied these materials for practically all fireproof construction in this city, and that he has met every requirement, has been fair, liberal and has honestly discharged every obligation between himself and those having business relations with him, as more than evidenced in the remarkable success with which he has conducted a large and rapidly growing concern in New Orleans for the past 15 years.

A Dane by birth, Mr. Olsen is a graduate of the Polytechnical Academy of Copenhagen, one of the most celebrated educational instrutions in the world, and since 1902 has been a resident of this city, where his popularity and his influence are ever on the increase.



NEW ELKS HOME.

Industrial

MENTE AND COMPANY

As an importer of jute bagging the firm of Mente & Co. of New Orleans is one of the leaders, as well as one of the pioneers of America. Mente & Co. are primarily manufacturers of bags and bagging, and while their importations of jute are perhaps the largest in the country for any one house, yet this large business is merely incidental to the turning out of the millions of bags in the plant of the company. Two large factories are occupied by the Mente corporation, one being at South Peters and Euterpe Streets, occupying some long, low-lying buildings which take up almost a square of ground, and the other plant and warehouses (of almost equal size) in the Third District, in Montegut Street. The Mente firm gives employment to several hundred men and girls in the city, besides a large force of traveling and office men and its foreign representatives. Its importations of jute have been often in cargo lots, and the firm is noted for supplying the major part of the jute bagging used in baling the immense cotton crops of the South, as well as that for the sugar and rice operations of the Gulf States, Cuba and Porto Rico. Since the commencement of the great European war the Mente factories have been running day and night for months at a time, and have had a hard time keeping up with their orders. This is on account of the great boom enjoyed by the sugar and rice industries and the tremendous advances in the production of those commodities due to the high prices they commanded and the remarkable demand for them. Mente & Co. has made remarkable strides in the development of its production and distribution since the war began and has shared in rich measure the big orders receive from the Allies nations. Many improvements have been made to their plant during this period and its capacity greatly enlarged. On many occasions it was extremely difficult to obtain supplies of the precious jute from India on account of submarines, but importations went on despite the risks.

DOWNTOWN PLANT OF MENTE & CO.

The Mente Bag Factory has been established in New Orleans more than twenty years, having moved in the early '90s to New Orleans from Cincinnati, where it was operated by E. V. Benjamin, its present President, and E. W. Mente. It was attracted to New Orleans on account of the magnificent facilities for handling full cargoes of jute and other bagging and the splendid rail and water distributions possessed by the port and city. It was started in a relatively small way, but as the cotton and cotton seed and meal and the rice and sugar industries took on greater and greater importance the business grew by leaps and bounds. Year by year the quarters had to be increased as new territory was invaded and the scope of the distribution of the jute bagging was widened. New machinery was obtained, scores of new employees and operatives were added and the floor space of the plant was doubled and tripled and then doubled again.

The officers of Mente & Co. are filled with civic pride and devoted to the accomplishment of any endeavor to promote the honor and glory and commercial supremacy of New Orleans E. V. Benjamen, the President, is a patron of art and music, and is prominent as a business and club man and holds a high social position. He is a firm believer in the future of New Orleans and invariably works with Mayor Behrman and his administration in carrying out the broad-minded policies of the City Executive. He has a magnificent residence in St. Charles Avenue, at Danneel Park. E. W. Mente, the Vice President, is a business leader and prominent in civic work. Isaac T. Rhea, another large stockholder, is a prominent yachtsman and clubman and a leader in Carnival activities. He has scores of friends through Louisiana and the South, as well as in the great Northern cities. The General Manager is Julius C. Werner, who is rated as one of the best bagmen in the country.

The American Sugar Refinery

Conspicuous among the leading industries of the South, and especially of Louisiana, is the production and refining of sugar. In this industry the Chalmette Refinery of the American Sugar Refining Company holds unquestionably the most important place.

Since the early days when the Jesuit Fathers introduced the cultivation of cane into Louisiana, when New Orleans was but a village, lying between Canal and Esplanade Streets, the sugar industry has grown to its present importance.

The Chalmette Refinery of the American Sugar Refining Company is the largest single plant of its kind in the world. In point of equipment and modern construction, it surpasses all others. This magnificent plant is located on a tract of seventy acres which has a frontage of over one thousand three hundred feet on the Mississippi River and a depth of approximately twenty-nine hundred feet, and is reached by cars running direct from New Orleans to a terminal on the refinery property, where the Company has built a station for the convenience of its employees.

Vessels bringing sugar to this plant discharge at a wharf eight hundred feet in length by eighty feet in width, on which is a warehouse of approximately the dimensions of the wharf, built of steel and concrete. The wharfage facilities provide for the unloading of several vessels at a time. From the wharf the raw sugar is conveyed by electrically operated cranes, of which there are twenty-five, to the sugar storage sheds or directly to the Melting House. The storage sheds, three in number, have a capacity of 134,400,600 pounds. The entire plant is laid out with a splendid system of railroad trackage. The tracks are so arranged as to facilitate the shipment of refined sugar and the receiving of raw sugar, when raw sugar is received by this method. Shipments of molasses by tank cars, coal and refinery supplies are all handled over these tracks. In all there are five miles of railroad trackage on the refinery grounds, thus giving unexcelled facilities for the shipment and receiving of material incident to refining operations.

CHALMETTE REFINERY OF THE AMERICAN SUGAR REFINING COMPANY.

In addition to the buildings actually used in refining, there is a water filtration plant which occupies an area of eighty feet by one hundred and sixty feet. Here in large cylindrical tanks equipped with sand and gravel filters having a capacity of eight million gallons every twenty-four hours, is filtered all the water used in the refinery. The water after leaving the filters is collected in receiving tanks, from which it is pumped by electric pumps to all parts of the buildings where it is required.

Another building of the plant is for the storage of molasses, a by-product from the refining of sugar. This building contains tanks of large capacity, totaling about thirteen thousand barrels.

In the rear of the property are two large fuel oil tanks connected with the wharf by pipe lines that run through the property. Steamer cargoes of oil arriving at the wharf are pumped into these tanks and stored and repumped to the points in the filter house building in which the oil is used.

There is also a three-story building of the same general type of construction of all the other buildings on the property used as a machine shop, equipped with the necessary tools for doing the repair work required for the plant's maintenance. This plant gives employment to numerous mechanics, machinists, blacksmiths and coppersmiths.

The Company also manufactures all barrels that are used in the plant. This is done in a one-story structure two hundred and eighty-four feet long by one hundred and fifty-one feet wide, approximately thirty-five feet in height, which contains the kilns for drying the material which comes from the Company's mills in Missouri and other States and all the modern machinery and equipment for expeditiously turning this material into finished barrels.

Adjoining this structure is a storage building in which the finished barrels after leaving the manufacturing plant are stored. This three-story building, two hundred feet by one hundred and fifty feet in width and approximately sixty-eight feet high, has a storage capacity of about one hundred thousand finished barrels. From this barrel storage building, through gravity runways, the barrels are delivered to the refinery packing house building.

Power for the plant is generated in another set of buildings where there are in operation boilers of eleven thousand horse-power, electric generating engines and pumping machines, and wherein there are coal storage bins of a capacity of six thousand tons of coal, a twelve-day supply.

The refinery maintains on the grounds a Commissary, an attractive building, in which substantial food is supplied at cost to all employees who desire to patronize it.

In addition to the main buildings, there are the office buildings, timekeepers' building and other accommodations necessary for the conduct of the plant. The enclosed floor area in the group of buildings composing the refinery plant is in round figures thirty acres.

In the large force employed in the Chalmette Refinery many kinds of labor are included. Among these are chemists, engineers, skilled mechanics, electricians, machinists, masons, carpenters and painters, as well as those employed in the work of washing, melting, refining, boiling, assembling and packing the sugar.

One of the most noticeable features of the great plant is the evident care the Company has paid to the comfort and convenience of its employees in the arrangement for light, ventilation, accessibility and safety of machine operations.

Said to be the most modern and best-equipped refinery in the world, employing over a thousand people, with operations involving large outlays for supplies and labor, the success of the Chalmette Refinery will always be closely connected with the prosperity and prestige of the City of New Orleans and the State of Louisiana.

Revere Rubber Company

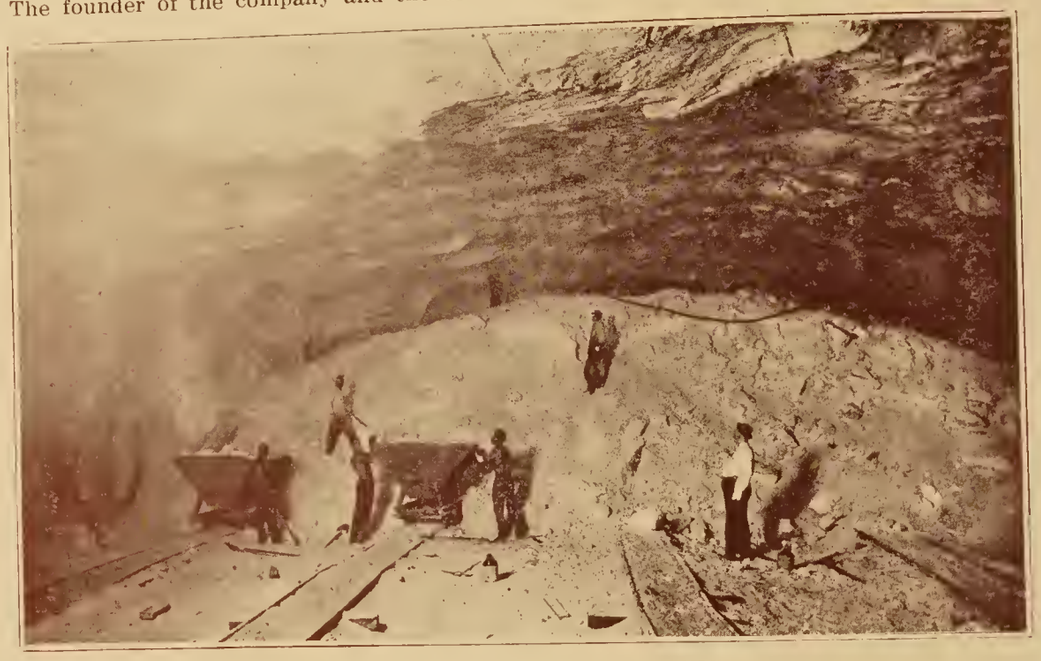
Organized in New Orleans barely more than thirty years ago, the Revere Rubber Company has developed not only a rapid but a most wonderful growth. It is now one of the largest and most prosperous rubber manufacturing concerns in the United States, and has factories in Chelsea, Mass., and Providence, R. I., while its main offices are now in New York. The Revere Rubber Company has branch offices at Chicago, Philadelphia, Kansas City and New Orleans, the local office looking after the great volume of rubber goods business which is handled throughout the South. After the organization of the Revere Rubber Company in this city, the business was carried on at first on a small scale, but the field was an ever-enlarging one and the Revere sales managers were not slow in getting after the business. Connections were made in the East, resulting in the establishment of its main offices there, and soon the Revere goods became known for their high standard of workmanship and durability.

The Rever Rubber Company specializes in mechanical rubber goods, consisting of belting, hose packing and all kinds of rubber and rubber goods material. Thousands of feet of the fire hose of the Revere Company have been sold to the fire departments of the various cities throughout the country and have given great satisfaction. Goods suitable for the oil field trade, the cotton oil mills, cotton gins, sawmills, paper mills, textile mills and numerous and sundrry other classes of manufacturing plants are also produced and have a large sale throughout the country, both North and South. The Revere Company also manufactures and sells quantities of drug sundries, rain clothing, rubber soles, automobile and other tires; in fact, it handles "everything in rubber." The Revere Rubber Company has set a high standard of manufacture, and the quality of its goods must come up to representations at any and all times. Revere goods must be the very best on the market, and they are keeping up to this rule rigidly. If any article has the Revere Rubber trademark and stamp it is always found to be well made and fabricated of the very best materials obtainable. In fact, it is an open secret in the rubber goods trade that the Revere goods go beyond their standard of excellence, so that too much cannot be said of the high quality of the goods. Rubber goods manufactured by the Revere Company have withstoood the hardest and most strenuous usage for months, and even years, and in many cases are almost as good as the day they left the factory. This is particularly true of the Revere hose, which is able to withstand the highest pressure of water without breaking under the terrific strain. Some of the best fire hose in use in the New Orleans Fire Department was bought from the Revere Company years ago, and much of the belting, hose and packing used in the various plants of the Sewerage and Water Board came from the Revere factories. They have all given excellent service, and are a great demonstration of the quality of Revere goods. Numbers ot the factories of the city and other private industries are using Revere goods, and the uniform impression is that they are as good as the best and defy competition from the standpoint of durability and excellence of materials. The business of the Revere Rubber Company in the New Orleans branch has shown wonderful growth and the sales are beyond all expectations and increasing month after month.

Myles Salt Company, Ltd.

Myles salt has become a household word throughout the United States. Nature has utilized as her storehouse for this old-as-the-world condiment one of the most interesting parishes of Louisiana.

In Iberia Parish, less than one hundred and twenty-five miles on an air line from New Orleans, is Weeks Island, famous for the extent and purity of its salt deposits, rivalling in the latter respect the great salt mines of Wieliczka, Galicia. Weeks Island is owned and operated by Myles Salt Company, Ltd., with head offices in New Orleans. The founder of the company and the discoverer of the famous salt mine was the late



INTERIOR VIEW OF OUR MINES.

Gen. F. F. Myles, a life-long believer in the great natural resources of the State and a pioneer in the development of Louisiana's mineral riches. His brother, Beverly B. Myles, is the present head of the company.

Mined, crushed, ground and screened into the various grades best suited for the multifarious uses to which salt is put, it is shipped from Weeks Island to practically every section of the United States, where its great purity has created an ever-increasing demand for it. The national habit of eating ice cream is responsible for the great demand for salt during the heated term, although its use is by no means confined to that period. Its natural purity makes it the peer of table salts, and, for the same reason, it is utilized in many important industrial processes, while the hydraulic-pressed blocks of rock salt afford a ready means, either on the range or in the pen, for contributing to the health and well being of cattle and heep.

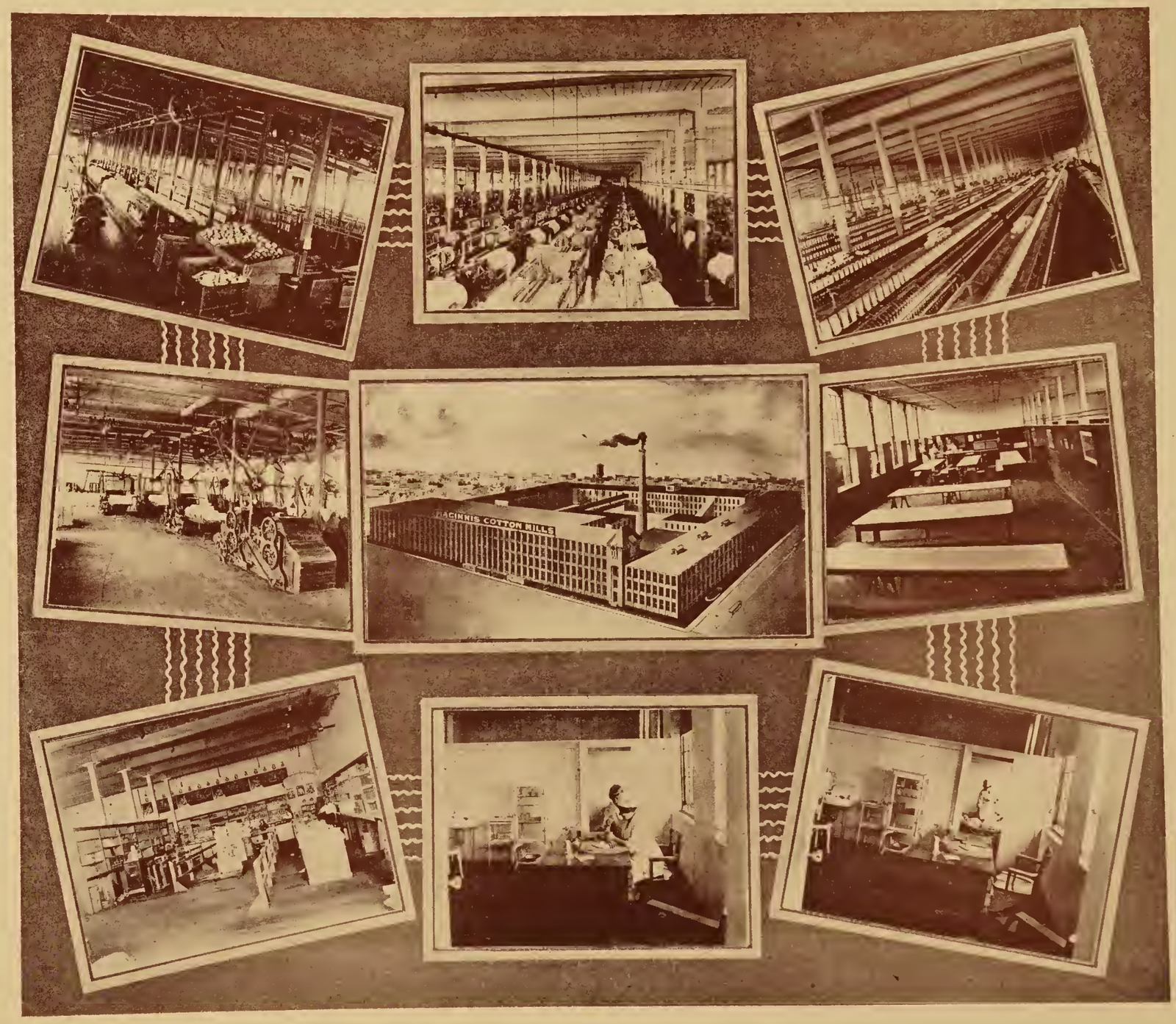
MAGINNIS COTTON MILLS

E. V. BENJAMIN, Owner. W. LOBER LANDAU, Manager.

THE MAGINNIS Cotton Mills, specializing in Cement Bags, is the largest concern of its kind in the country. Large-scale specialization and studious attention to detail are the secrets of its success. Covering a territory ranging from coast to coast and from the Great Lakes to the Gulf, the concern numbers amongst its satisfied customers the most powerful corporations in the cement world.

Indicative of the new spirit in business and hence worthy of special note, is the splendid co-operation existing between the management of the Mills and the employees. The comfort and welfare of the latter are constantly a matter of consideration. The Mills have a grocery department, where foodstuffs are sold to employees at cost. A large restaurant is run on the same basis. Recently the management has instituted a liberal benefit system embodying the principle of voluntary, contributory social insurance. The employees pay 10 cents weekly to the Mills' benefit society. In case of illness they receive the attention of specialists, and when necessary, treatment in the pay ward of a hospital. Wages of members on the sick list are paid in full by the management for twenty weeks, which period may be extended at the management's discretion. In case of the death of a member, the Mills pay $100.00 to the dependents.

In short, the Maginnis Cotton Mills make a point of satisfaction—satisfaction to customers and employees both. The former has always been a point of business. It is the latter which is now being stressed for the first time. Present indications point to a new era in industrial relationships. The management of the Maginnis Cotton Mills takes great pride that here, as elsewhere, it is well up in the van.



Louisiana State Rice Milling Company

During these days of the high cost of living, pronounced attention has been attracted to the production of rice in the Gulf Coast regions on account of the cheapness of the staple, and also because of its high percentage of nutritious content. Quantities of rice have been sent to all parts of the nation where it was never used before for anything other than a cereal or a delicacy, and some of the largest packing houses of the country have taken up rice as a substitute for beans in the canning of rations for the soldiers. Millions of cases of these rations have been put up and are being sent week by week to the Sammies and Tommies of the Allied forces. Not only in this the case, but shiploads of clean rice, packed in sacks, are going to Central America, to the Argentine, to the West Indies and to other sections which hitherto depended on the production of the East Indies and Chinese fields to get their supply. Rice prices have gone up from three and one-half cents per pound five years ago to six and one-half and seven cents a pound on the average to-day, and a great deal of this advance in prices and quantity is due to the continuous beneficial rice publicity given the product and the industry by the Louisiana State Rice Milling Company, which has its headquarters in the Liverpool & London & Globe Insurance Company Building in New Orleans.

The Louisiana State Rice Milling Company is a Louisiana corporatiin with $4,000.000 capital, which was organized and financed through the energy of Frank A. Godchaux, of Abbeville, La., who has been President of the company since its organization. Mr. Godchaux was a firm believer in the future of rice as a food for the American people, and it was his dream to consolidate the output of the leading rice mills of the State to bring about the more extensive distribution of this excellent food at the cheapest possible price.

At the time he conceived the idea the rice industry was at a low ebb in Louisiana and business generally was depressed. Hundreds of farmers were discouraged and seeking to engage in other enterprises. Many acres were lying idle and prices of rice were hardly sufficient to pay for cultivation. This was in 1911, when free sugar and free rice talk was rife, and Mr. Godchaux was operating a 2,000-barrel mill at Abbeville. Mr. Godchaux persuaded the twenty-eight larger mills of the State to co-operate for the betterment of the rice industry. This was done after several conferences, and plants at Donaldsonville, Crowley, Rayne, Eunice, Lake Charles, Gueydan, Kaplan, Jennings, Welsh, Abbeville and New Orleans were placed in the company. This proved the turning point in the history of the rice business, proving to be of great value in giving more confidence to farmers and bringing new life to the rice-planting industry. Farmers from distant States came in and bought up old places. Irrigation plants were rejuvenated and season by season the business improved, and farmers began to get better prices and an improved yield. The combined output of the twenty-eight mills of the Louisiana company is 40,000 to 50,000 100-pound pockets a day of clean rice. Increased demand was created for rice bran, polish, hulls and other products, and the mills, after a hard struggle, began to make money. Then came the war in Europe, and the tremendous rise in the price of meats and beans. Beans at 10 to 14 cents per pound were too high to can, and the big packers turned to rice as a substitute. Within the past year the rice business has been given a tremendous impetus from this cause. Packing houses having contracts for supplying hundreds of millions of rations to the soldiers in the camps and fields have used rice as a substitute for beans in pork and rice, chicken and rice, chile and rice, beef and cornbeef and rice, tomatoes and rice, and other combinations. The 1916 rice crop was 20,000,000 bushels in Louisiana, the largest in history, and it was thought to be a drug on the market at 3⅝ cents per pound at the opening of the season. Then the packers got busy and it was soon found that rice would be scarce. Prices advanced in proportion and sales of clean rice were made as high as 8½ cents per pound.

Rice began to be used as a substitute for potatoes on the table of the laboring men when potatoes went to 5 and 6 cents per pound and onions to 5 cents per pound. This taught the housewives of the North and great Central West the value of rice as a staple of diet and that there was as much nutriment in a dish of rice at 5 cents as in 25 cents' worth of potatoes. All of these things caused rice prices to ascend and created a substantial market for rice in all sections of the United States, showing the common people that rice as prepared for the table in the Louisiana style is the cheapest and best food to be found. In this great publicity work the Louisiana State Rice Milling Company and the Southern Rice Growers' Association accomplished wonderful results. Business in the country improved so much that a new mill at Kaplan was erected with a capacity of 1,600 barrels per day. This is known as the Agnes Mill. The company is now operating three large mills at Crowley, the center of the rice-producing industry. The officers of the Louisiana State Rice Milling Company are: Frank A. Godchaux, President; W. H. Hunter, First Vice President; L. Carroll Root, Second Vice President; L. M. Simon, Secretary, and James McWhann, Treasurer.

Penick & Ford, Ltd.

Penick & Ford, Ltd., was organized in the year of 1895 in the City of Shreveport, La. After twelve years of successful management by its owners, they were compelled to open a branch factory to take care of the ever-increasing business. The City of New Orleans was chosen for this branch. The building occupied a full square of ground, bounded by South Front, Gravier, Water and Poydras Streets.

It developed, after two years, that the factory capacity was again insufficient to take care of the influx of business, so another branch factory was established in Memphis, Tenn.

In this year a site was selected on the water front in Harvey, La. The prime object was for the purpose of erecting the largest and most modern syrup canning factory in the country. Not only did this factory take care of the canning of syrup, but now is equipped with a cooperage factory capable of a production of 1,200 to 1,500 barrels per day, and a can plant capable of a production of over 30,000,000 cans per year. It has a private tank line, consisting of 210 modern all-steel tank cars, and has just recently purchased the steamer Ohio, the barges R. M. No. 7 and Relief and two all-steel barges, which are now being constructed. The officers of this company are entitled to a lot of praise and credit for the energy they have spent in this wonderful enterprise, as their never-ending ambition has made the word "Velva" a watchword in every home.

American-LaFrance Fire Engine Company

PART OF MOTOR FIRE APPARATUS OF THE NEW ORLEANS FIRE DEPARTMENT. FURNISHED BY AMERICAN-LaFRANCE FIRE ENGINE COMPANY.

More than fifty years ago the first steam fire engine used in the United States was manufactured in the Cincinnati plant of the American Fire Engine Company. The first hook and ladder trucks were built by the LaFrance Company, in Elmira, N. Y. Realizing the benefits to be derived from joining forces, these pioneer fire apparatus builders united into the American-LaFrance Fire Engine Company, Inc., with headquarters and factory at Elmira, N. Y. American-LaFrance horse-drawn apparatus is recognized as the standard for fire apparatus, for no better fire equipment can be made. It is no exaggeration to say that practically every fire department in the United States has at least one piece of American-LaFrance apparatus in service—the best testimony of universal favor.

With the advent of motor fire apparatus the American-LaFrance Fire Engine Company was confronted with the tremendous task of maintaining its high standards with a then untried design of fire apparatus. With characteristic thoroughness their engineers attacked the difficult problem with all the skill at their command. Experience had taught them that building fire apparatus was a business for experts only, and the experts of the American-LaFrance Fire Engine Company immediately laid down certain fundamental principles that were essential in building apparatus capable of withstanding the severe service of fire department duty. American-LaFrance engineers have designed every essential part that goes into their motor fire apparatus, and the design is such that each part is stronger than absolutely necessary.

The American-LaFrance Fire Engine Company takes no particular pride in a quantity production, although comparing the output of this company with that of all other fire apparatus builders combined shows that two pieces of American-LaFrance motor fire apparatus are sold to every one of all other manufacturers, and practically four to one of their nearest competitor.

History of the Eureka Fire Hose

Prior to the production of Eureka Fire Hose, in 1875, the only practical rubber-lined fire hose was the Boyd rivetted hose, which was produced at first by coating one side of a flat woven fabric similar to cotton belting with rubber, and afterwards rivetting the edges together. Many earnest efforts had been made to produce rubber lined hose with seamless multiple fabrics woven on straight looms, but difficulties had been encountered because the hose would not sustain a high pressure. Fortunately a process was developed by the Eureka fire hose manufacturers which has stood every test and has won every fight for infringement of patent which the company has had to stand. In October, 1875, a section of Eureka fire hose was tested to 700 pounds without injury, a strength before unknown in fire hose, and immediately after a similar section was submitted with a proposal to supply 5,000 feet to the New York fire department. Facilities were at that time limited, but the advantage of the hose over the leather rivetted cotton and rubber hose then in use were so evident that not only was the 5,000 feet ordered, but additional orders were given for Eureka with sufficient time allowance to permit of its production. The reputation of Eureka fire hose was at once established and has been constantly maintained since that time as the best fire hose in the world. It soon became widely known and the hose went into the leading cities of the United States, Canada and other countries.

In 1876, after an exhaustive examination of various kinds of hose, a special board of naval officers recommended the Paragon hose, a hose similar to Eureka in all respects, except it has one less ply, to be adopted as the Navy Department standard. Paragon was exclusively used until 1885, and during that time there was not a complaint whatsoever on account of unsatisfactory hose. This is a condition that all who are familiar with the trade know is remarkable and radically different from conditions that have existed since 1885, when the hose business was thrown open to public bidding. Eureka and its companion, Paragon, are now the most extensively used brands of fire hose in the world.

These brands have gone into all sections of the United States and Canada, and the name Eureka is well known in various other sections of North, South and Central America and of Europe, Asia, Africa and Australia. It is also used by railroad and other corporations. Eureka and Paragon hose have not only been the most extensively used, but by reason of their greater cost of manufacture and general superiority have brought good prices, proving that it was merit, and not initial cheapness, that brought the demand. It is to be expected that there are some who criticize these brands, for never yet was there a person or a cause or an article so good that there was not criticism; but we do assert that there are few articles that are used under such severe conditions as fire hose that have received so little merited criticism, and more rare, indeed, has there been ground for citicism when unusual conditions were not imposed by the purchaser's specification.

STANDARD OIL COM

THE STANDARD OIL COMPANY OF LOUISIANA was incorporated April 13, 1909. The Officers of the Company are: Col. Fred W. Weller, President; Capt. Pendleton S. Morris, First Vice President; Mr. F. H. Bedford, Second Vice President, and Mr. A. K. Gordon, Secretary and Treasurer. These gentlemen, with Messrs. A. C. Bedford, D. R. Weller, C. K. Clarke, C. O. Scholder and James A. Moffett, Jr., constitute the Board of Directors.

The Company is widely engaged in the production, transportation, manufacture and sale of petroleum and its many by-products. Its producing activities are mainly in the Caddo, De Soto and Red River fields of Louisiana, and 268 miles of pipe line connect these fields with its large, modern Refinery at North Baton Rouge.

This plant occupies over 500 acres, favorably located on the east bank of the Mississippi River, a short distance above the City of Baton Rouge; has ample frontage on the River, with splendid depth of water and well equipped with dock facilities capable of caring for several ocean-going tank ships at one time. Approximately 200 such ships annually ply to various foreign and domestic ports and use these docks for the loading of their cargoes. The Refinery gives profitable employment to over 2,000 men.

From this Refinery the Company is able to supply its customers with various petroleum products, the principal ones being Refined Oils, Gasoline, Lubricating Oils, Greases, Paraffine Wax and Asphalts.

The headquarters of their Sales Department is located at New Orleans, La., where a large staff is employed directing and conducting the extensive merchandizing business of the Company, taking practically the entire twelfth floor of the Whitney-Central Bank Building. They also have sales offices located in the cities of New Orleans and Memphis, directing their sales in the States of Louisiana, Tennessee and Arkansas, with large distributing stations at various points in those States, and smaller ones so located as to serve the trade most economically through their system of tank wagon bulk deliveries.

The products of this Company are marketed under their trade name, "STANOCOLA," which, as will be seen, is taken from the name of the Company itself. These products, wherever marketed, are well known for their uniform quality, and this can better be appreciated in view of the care and attention given to their manufacture. Each and every product, and the purpose for which it is to be used, is studied most carefully, every batch of oil turned out being under the supervision of experts in their line, who watch same from day to day to see that the high standard of superiority is maintained. These products enter into practically every walk of life; the Refined Oils

PANY OF LOUISIANA

being manufactured in different grades for specific purposes, all under the STANOCOLA brand, the one most commonly known being their STANOCOLA Burning Oil, which is used in nearly every household for some purpose or other, such as illuminating the home, for cooking and heating purposes, or in the case of the farmer operating his kerosene internal combustion engine, the power plant which furnishes light to his house and a water supply from his well, or for the operation of his tractor plow to till the soil. Other grades of Refined Oil are utilized for such purposes as signal and switch lights on railroad lines throughout the country.

Their STANOCOLA Gasoline is widely used in the operation of automobiles, motor boats and all types of internal combustion engines.

Among the Lubricating Oils manufactured under the STANOCOLA trademark are numerous grades made to meet specific purposes in the lubrication of power plants, sugar mills, saw mills and cotton mills; in fact, for any condition requiring a high-grade lubricant they are equipped to provide the proper oil so as to reduce the cost of operating the plant to the lowest point, thereby securing the greatest efficiency. One deserving particular attention is their STANOCOLA POLARINE brand, sold for the lubrication of automobile engines. Every precaution is thrown around the manufacture of this oil until it reaches the point of perfection which has been found most generally adapted to give the automobile the proper degree of lubrication, thereby enabling the motorist to operate his car with greater efficiency, as well as greater economy in the use of his motive power, "Gasoline."

Other products coming under the general head of Lubricating Oils are widely used, and made particularly for such purposes as cleansing harness and keeping it pliable; polishing the furniture in the home, office and elsewhere; polishing and making sanitary the floors in the home, public buildings and schools, where it has been shown that the germs scattered in the dust caused by the old method of sweeping are detrimental to the health of the younger generation.

The Paraffine Wax marketed by this Company is used in nearly every home for sealing fruit jars, as well as in washing clothes.

Greases are also manufactured and marketed generally for various purposes, such as for lubricating certain classes of machinery, as well as carriage and wagon axles; one of the famous brands of years' standing being Mica Axle Grease—well known the country over.

Mexican Crude Oil, being asphalt base, is used in the manufacture of paving and sheet asphalts, of which large quantities are now being sold in the South in the good roads movement in all communities. These Liquid and Paving Asphalts are marketed under the Company's Trademark Brand, "STANOCOLA."

Allis-Chalmers Manfg. Co.

Although the manufacturing facilities of the Allis-Chalmers Mfg. Co. are divided between three large plants located in the principal industrial sections of the country, it would seem to one who has made a tour of the mammoth works at West Allis, Wis., that here alone are shops and appliances for turning out all the machinery that could be sold by one company in the face of modern competition. And that might be true were the company's activities confined to the building of power machinery alone; but when one considers that the Allis-Chalmers Manufacturing Company is not only first in this field—enormous as it is—but also leads the world in the manufacture of pumping machinery, saw mill equipments, flour mill, crushing, cement making, mining and ore reducing machinery, electrical machinery, power and transmitting machinery, etc., it will be seen what giant power must be under control; what a number of great shops must be kept in continuous operation to provide for the filling of the stream of orders that daily, monthly and yearly pour in from every quarter of the globe.

In area the works of the Allis-Chalmers Mfg. Co. cover nearly 250 acres, divided between storage yards, trackage, runways and actual enclosed floor space, every square foot of which is actively and continuously utilized in the building of machinery. The largest plant of the Allis-Chalmers Mfg. Co. is the new West Allis works, but there are other plants at Milwaukee and Cincinnati, all of which are of large capacity.

The powerful machinery of the Allis-Chalmers works is to be found in many of the large industries of New Orleans and the South, and its wonderful ability to control the forces of nature is excellently exhibited in the various pumping stations and plants of the Sewerage and Water Board, which has been one of the most prominent factors in rendering New Orleans one of the most healthy and livable cities in the world. In the original installation of the Sewerage and Water Board plant there are nine powerful drainage pumps in the drainage department and four in the waterworks department. Six of these drainage pumps have a capacity of pumping 165,000,000 gallons each every twenty-four hours. Two of them pump 97,000,000 gallons each and two pump 26,000,000 gallons each. In addition the Allis-Chalmers Manufacturing Company have furnished the electrical equipment which operates the large Wood's pumps which have recently been installed to supplement the original drainage equipment of the city. In the Municipal Water Works plant of the city there are three pumps having a capacity of 40,000,000 gallons of water every 24 hours and one of 20,000,000 gallons. These are used in bringing in the water from the Mississippi River through a large pipe (48 inches in diameter) to the purification tank, and after the water has been thoroughly purified four large Allis-Chalmers vertical triple-expansion high-duty pumping engines, each having a capacity of 20,000,000 gallons daily, are used to distribute the water through the mains of the city. Adjoining this station the city has installed a 5,000-kilowatt steam turbine, which furnishes electrical power for the various drainage stations scattered about the city. Besides this equipment, there are other types of apparatus of Allis-Chalmers Manufacturing Company to be found in various departments of the city government of New Orleans.

Throughout the city there are installations of Allis-Chalmers pumps in numbers of industries.

Notable installations of the electrical department of the Allis-Chalmers Mfg. Co. are also to be found in New Orleans. In many of the leading hotels, saw mills, drainage plants and other institutions of the city and Gulf States there are also electric plants of size which have given excellent service during their period of installation. Since the widespread use of petroleum as fuel, oil engines of the celebrated Diesel type have been installed in many places throughout the territory. Farm tractors of the Allis-Chalmers type are coming much into use in this territory also. New Orleans has a large district office of the company occupying a commodious suite in the Maison Blanche Building.

C. T. PATTERSON COMPANY, LTD.

C. T. Patterson Company, Ltd., New Orleans, is the largest supply house in the South catering exclusively to Saw Mill, Oil Mill, Railroads, Factory and Contractors' Supplies. The company was organized December 1, 1889, by C. T. Patterson, who died August 10, 1915, and W. P. Simpson, who is President of the company. For many years previous to their partnership these gentlemen represented manufacturers, whose products they sold to various industries, making calls at plants at stated intervals as traveling men. As new enterprises were established these gentlemen saw an opportunity. They took advantage of it, and at the same time aided the development of the industrial South.

There were no stocks of machinery and supplies carried in New Orleans or in any of the cities in the neighboring States. Shipments had to be made from factories situated at long distances from the points where the user of the goods was located, causing plants to shut down waiting for the arrival of supplies, or making it necessary for the consumer to carry more supplies than was convenient.

The idea came to these two men that a supply house in New Orleans would be a great factor in aiding the progress of industry and the development of latent resources. Acting on this thought, they organized their machinery and supply business, which at once was a success, for the need was found to be filled by them. The organization from the start has had a department for receiving orders night and day. Many a plant has had a break down late in the evening, telephoned its wants, and the machinery or repair part was shipped out that night or on the early morning train. The business extends into Louisiana, Mississippi, Texas, Alabama, Florida, Georgia and Arkansas.

The C. T. Patterson Company is general Southern representative for such well-known concerns as Henry Disston & Sons (Inc.), Peerless Rubber Manufacturing Company, The Carborundum Company, and Wire Rope Department of the American Steel and Wire Company.

The officers of the company are: W. P. Simpson, President; Mrs. C. T. Patterson, Vice President; R. E. Kelleher, Secretary and Treasurer; Charles Le Breton, Assistant Secretary.

LANE COTTON MILLS

S. Odenheimer, President.

THE USE OF COTTON as a material for human clothing has been known since the remote ages, not only in Asia, but among the ancient inhabitants of America. The kind of cotton used in the United States is a native of Mexico, and it was the principle material for clothing in use with the Mexicans at the time of the discovery of this country. They had neither hemp, wool nor silk, but they wove the cotton into large webs as delicate and as fine as those of Holland. The art was apparently lost in the internal strife that followed, but the material transplated to the United States about the time of the organization of our National Government, has become a bond which still holds modern Europe largely in dependence on American industry; a dependence which it would gladly shake off if it could, but which only becomes more hopeless in its efforts to do so.

The growing of cotton and manufacturing by machinery took date from the foundation of the United States Government. This production employs a vast capital in the transportation, manufacture and sale of the fabric, and vastly more people are now employed in this industry than there were, probably, inhabitants of the United States at the beginning of the government.

Here in New Orleans, we have the Lane Cotton Mills, one of the most efficient and, in all respects, thoroughly equipped establishments of its kind in the South. Its progress since its inception, some sixty-six years ago, has been little less than phenomenal—a record of enterprise, intelligent direction and industrial activity and development, upon which Mr. S. Odenheimer, its President and moving spirit, has every reason for congratulation. It goes without saying that what has been accomplished in the upbuilding of this great industry in New Orleans could not have been done by a man of ordinary capacity, but rather required the efforts of a person of very conspicuous attainments. While in 1886 the number of spindles operated in the Lane Cotton Mills did not exceed 10,000, that number has now increased to 50,000, making the establishment one of the largest in the South in the manufacture of colored goods. And not only has it achieved a remarkable success for the aggregate of its finished product, but has won distinguished competitive honors for the superior quality of its fabrics, and holds to-day the only medal issued by the Pan-American Exposition for goods of its manufacture.

Large quantities of Denims are being furnished by the Lane Cotton Mills to the United States Government, large quantities go for export, in addition to which the concern is shipping its fabrics into every State in the Union. The mill manufactures Denims, Coverts, Cottonades, Tickings and Cotton Rope; and all goods are guaranteed *fast color*. The Lane Cotton Mills is one of the solid, dependable enterprises of New Orleans, affording to more than 800 people continuous, profitable and agreeable employment, and this, not to speak of the prominence it gives, through its stability and approved business methods, to New Orleans as a growing manufacturing center.

Mr. Odenheimer, the President of the Lane Cotton Mills, is one of our representative citizens, public spirited, aggressive, practical and far-seeing. He has served with distinction as a member of the State Board of Health, President of the American Athletic Club; was at one time connected with the Orleans Manufacturing Company, and is now Vice-President of the Morris Bank.

New Orleans Furniture Manufacturing Co.

Realizing the importance of New Orleans as a great distributing market for furniture, the New Orleans Furniture Manufacturing Company of New Orleans was established some fifteen years ago. The backers of the enterprise realized that some day New Orleans was destined to become another Grand Rapids as a furniture manufacturing center on account of its proximity to the great forests of pine, cypress, gum and other hardwoods suitable for fine furniture manufacture, and because of the growing importance of New Orleans as an importing center for tropical hardwoods, such as mahogany, Spanish cedar, rosewood and the like. With the steady operation of the Panama Canal, it was conceded also that New Orleans would become a prime factor in the control of the great furniture trade of the South American countries and the Orient in a great measure.

The growth and steady increase in the business of the New Orleans Furniture Manufacturing Company since its organization has proved conclusively that its backers were not wrong in their conclusions. The plant has been steadily gaining in output and importance and the volume of its business has necessitated constant addition of floor space. Under the able administration of its progressive Vice President, Mr. J. W. C. Wright, shipments have been augmented month by month and building after building has been added until the plant covers fully six blocks, besides considerable batture land space, for lumber and stock storage.

The plant makes high-grade furniture of every type and class, but makes a specialty of high-grade office furniture. A special department is devoted to this work, and the factory has had remarkable success in introducing its product throughout the South and many other parts of the country, and also to Latin America.

The officers of the New Orleans Furniture Manufacturing Company are: R. G. Morrow, President; J. W. C. Wright, Vice President; W. P. Halliday, Treasurer; H C. George, Secretary; A. P. Underwood, Manager, and A. C. Dressel, Superintendent.

PLANT OF AVERY ROCK SALT MINING COMPANY, AVERY ISLAND.

Morton Salt Company, Selling Agents, E. S. Hill, Manager, Canal Bank Building.

The Shirer Casket Company

As one of the comparatively new industries of New Orleans, the Shirer Casket Company of 422-424 Canal Street, manufacturers of high-grade caskets, is an excellent example of what success can be attained by a man who is a thorough master of his business. Newton E. Shirer, who has spent practically his business life in the casket business, is the sole proprietor of the Shirer Casket Company, which was started by him in January, 1914. Mr. Shirer resigned the office of President and General Manager of the Orleans Manufacturing Company in December, 1913, to establish the Shirer Casket Company, he having been for twenty-seven years connected with the Orleans Company. The Shirer Company represents an investment of $75,000 and occupies the building at 422-424 Canal Street, running back through the block to No. 434 Common Street. The plant is modernly equipped in every respect and turns out daily 30 to 35 high-grade caskets manufactured from the best quality of cedar, mahogany and chestnut, all hardwoods. All are expensive and first-class goods,, no cheap coffins being produced in the Shirer factory. Handsome burial garments are also manufactured and the firm has a complete jobbing line of handsome casket hardware, trimmings, bronze and steel caskets, etc. Everything is high-garde and expensive in quality, and the firm does not cater to the cheap trade. Its product is sold to the leading undertakers of the South, the sales amounting to fully $150,000 per annum. Three salesmen are on the road for the firm: A. J. Shirer, who travels Alabama, Georgia and Florida; W. E. Johnson, who has the Texas territory, and John H. Stricklin, who has the leading cities in Mississippi, Tennessee and Louisiana in his line. The high-grade casket business of the Shirer firm has grown rapidly and is in a prosperous state. Newton E. Shirer, the proprietor, is a native of Zanesville, Ohio, and came to New Orleans in 1886 to become the superintendent of the Orleans Manufacturing Company, and subsequently president and general manager. Prior to that time he had been in charge of the woodworking department of the Cincinnati Coffin Company, one of the largest coffin manufacturers of the Queen City.

O'Connor & Company, Ltd.

An organization which has been a pioneer in the auto-building enterprise of New Orleans is that of O'Connor & Co., Limited, automobile repair factory and wagon shops of Julia Street, between Camp and Magazine. The enterprise was started in a comparatively small way back in 1882 by the late Thomas O'Connor, for many years fire chief of the volunteer fire companies and later chief of the New Orleans Fire Department for many years. In the early days it was exclusively a wagon factory and repair shop for fine carriages, but when the automobile business became established Henry J. Schayer, Superintendent, decided that automobile repairs would be the largest department of the business. Events have proven his judgment to be well founded, for now the factories are crowded with work and the operatives have difficulty in turning out work on time, because of the heavy demands for auto repairing. After the death of Mr. O'Connor some years back, Mr. Schayer bought out the business and formed the company, using Mr. O'Connor's name. Mr. Schayer became the President, and Henry J. Schayer, Jr., was made the Vice President and General Manager, while George W. Schayer was made Secretary and Treasurer.

Remodelling of trucks and automobile bodies and general auto repair work are the principal branches of the business at present. Hundreds of old autos have been remodeled and transformed into trucks, the truck bodies being manufactured in the O'Connor plant in Julia Street. Demands for this class of work come from every section of the United States, from Maine to California, and in recent months some large orders were shipped to several large Mexican cities. Scores of old touring cars have had their bodies remodelled and been made serviceable for business purposes. Several new hose wagon automobiles have been created, besides a lot of fire apparatus and many other similar jobs are yet to be undertaken. The success of this business has attracted orders for fire apparatus for cities from several districts.

Merchants Coffee Company of New Orleans, Ltd.

This concern enjoys the distinction of being the only exclusive Coffee Roasting Plant in the United States, confining their sales exclusively to Roasted and Ground Coffee, not even selling Green Coffee or kindred lines, such as Spices, Teas, etc.

They not alone have the largest Coffee Plant in the United States, but have as well the best-equipped plant of its kind, having installed therein every modern piece of machinery for eliminating all foreign matter from coffee.

Their plant is also supplied with shower baths for the male employees, rest rooms and private baths for the female employees, and is a model of its kind.

It is built along the most advanced lines of hygiene, and every sanitary precaution has been employed, whereby the coffee is put into the package without being touched by hand.

The Leon Godchaux Co., Ltd.

There are many firms and industries whose names are well known throughout the country, but none are more familiar to the general public than that of The Leon Godchaux Company, Limited, a corporation very appropriately named after its energetic founder, the late Leon Godchaux. Thought it has been close on to twenty years since Mr. Godchaux died, it is difficult to mention anything pertaining to this vast enterprise without alluding to the one whose untiring efforts laid its foundation. From a comparatively small sugar plantation with an open-kettle sugar house, acquired in 1869, the business has been managed with such close attention and intelligence that to-day it has grown to a size where it has become in Louisiana the largest manufacturer of refined sugars direct from cane, being the first, through continuous efforts and experiments, to show that granulated sugar could be manufactured without the use of boneblack. The output of the several factories, all of which is disposed of through the main office, located in the Godchaux Building, is distributed throughout the whole country, the trade being as familiar with some of the brands as if same were staple articles of themselves.

A. MARX & SONS

Fortunes have been made in the handling of second-hand and used machinery, junk and scrap iron in New Orleans during the past few years, and among those worthy of mention in this business is the firm of A. Marx & Sons, buyers and sellers of junk at 643-45 Tchoupitoulas Street. Mr. A. Marx, founder of the firm, is a self-made man of pleasing personality and keen business acumen. He was among the first to realize the great need of Italy for scrap iron for the manufacture of munitions, and it is asserted that in one season during the first year of the war he exported to Europe more than 40,000 tons of junk. In fact, he cleaned out New Orleans and the Southern towns of their surplus old iron and machinery parts and placed junk of all kinds at a premium. Mr. Marx established himself as a junk dealer after years of steady plugging, and his recent successes, due to the exigencies of war, were merely the placing of the capstone of good judgment on the foundation which he had prepared. He had always been a believer in New Orleans and foremost in assisting local enterprise, and is connected with some of the leading firms of the city.

Dan W. Feitel Bag Company, Limited

The Dan W. Feitel Bag Company, Limited, is one of the leading dealers in the South in second-hand bags and twines, and has its offices and factory at Claiborne and Erato Streets, in New Orleans, with telephones Jackson Nos. 762 and 763. The firm deals in jute and burlap bags as its specialty, but handles all kinds of second-hand and used bags and twine, and has done a large and successful business during the several years of its existence. All agreements made in the purchase or sale of goods are contingent upon strikes, fire, loss of goods at sea or accidents and other delays beyond the control of the company, and quotations made are subject to change without notice, to maket fluctuations and to goods remaining unsold. The company's responsibility ceases on the receipt by it of the signed bill of lading from the transportation company. The Dan W. Feitel Bag Company has been the means of conserving the supply of used bags in a remarkable manner, and in this way has saved to the buyers of bags in the Southern States, particularly in the sugar and rice districts an immense amount of capital.

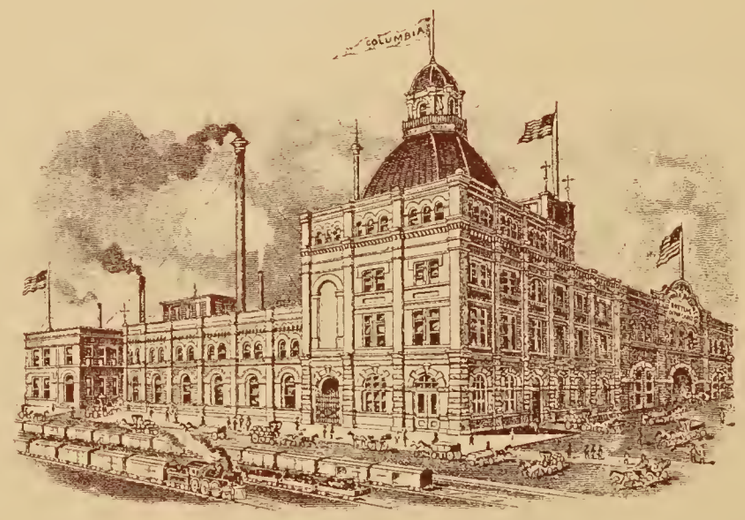
THE JACKSON BREWERY

Among the manufactured products of New Orleans for which the Crescent City has attained a justly-merited reputation is the celebrated Jackson beer. This is the product of the Jackson Brewery, situated in one of the best-designed and most complete beer-making plants in the South, occupying the square bounded by North Peters, St. Peter, Jefferson and Wells Streets. The Jackson Brewing Company was established June 8th, 1891, by Lawrence Fabacher, who has since been its President, and the success of its product has been due to the utilization of the best materials, such as malt, rye and hops, and the best talent in the mixing of the brew. President Fabacher believes that the

brewing industry is an important adjunct to agriculture, since every ingredient of the beer is produced on the farm. Cleanliness and pride in the quality of beer are among the fatcors which have contributed to the continuous success of the industry, and the production has increased year by year until it has reached 100,000 barrels of draft beer annually. An excellent score has been given to the brewery by both the City and State Boards of Health after frequent and careful examinations of all the property and its adjuncts, such as its garage, cooperage plant, warehouses, brewhouse, etc. The payroll of the Jackson Brewery is one of the largest brewery payrolls in the South, amounting to considerably more than $100,000 per annum. The officers of the Jackson Brewery are among the most conservative men of the city, including Lawrence Fabacher, President; A. Dumser, Vice President; Lawrence B. Fabacher, Vice President and Superintendent; Irving R. Saal, Vice President, and Gustave Oertling, Secretary. The management invites an inspection of the plant as a demonstration of what can be done in maintaining cleanliness and efficiency in its various departments, and is confident that a visit will show it to be one of the best appointed and managed breweries in the country.

National Brewing Company

As an institution of New Orleans which believes in the trademark, "MINO" (made in New Orleans), the National Brewing Company of New Orleans takes the highest rank. It is of New Orleans from President to its most humble employee, and stands for New Orleans at all times. The plant, which is one of the most modern and best-equipped breweries in the South, is situated at Gravier and Dorgenois Streets, occupying the block bounded in addition by Broad and Perdido Streets. The stockholders are all local business men and the plant was built entirely by union labor. The President of the National Brewing Company is Charles A. Wagner, one of the most substantial business men of New Orleans and a man who has won the confidence of his associates through many years of application to his affairs. He was one of the original organizers of the company in the year 1911, when it was made a going concern with a capital of $250,000. A magnificent building was erected, modern and fireproof in every respect and the last word in scientific brewery architecture. It was designed to combine the application of cleanliness and hygiene to business, and every part of the brewery is kept immaculately clean. The massive copper stills and utensils in the brewing equipment are spotless and kept shining like the prize kettle of the most dainty housewife. This same care is characteristic of the management of the plant in all of its departments from the brewing department to the bottling works. The brewery employs sixty-nine men in its various departments, besides a staff of drivers and salesmen. Its annual payroll is more than $95,000, all of which goes among New Orleans families. The product of the National Brewery is of the higest standard and has gained a splendid reputation for merit and quality. Besides President Wagner, the officers of the National Brewing Company are: Albert Werner, Vice President; H. C. Osborne, Treasurer, and A. C. Daubert, Secretary.



Columbia Brewing Company

The Columbia Brewing Company was organized in 1898 with Chas. Kant, President; J. D. Kenney, Vice President, and John Rittenmeier, Secretary and Treasurer, as its officers. It has a capacity of 65,000 to 75,000 gallons, and its product is all consumed locally. The plant is on Chartres and Elysian Fields Streets.

AMERICAN BREWING COMPANY

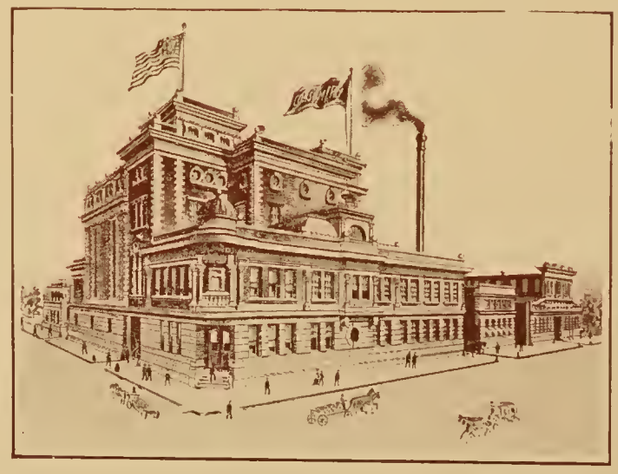
Twenty-seven years of successful business continuously under the same management. Such is the record of the American Brewing Company of New Orleans. This is a record to be proud of, and the brewery has come to be identified with New Orleans as one of the prominent institutions of the city. For the past twenty-seven years—that is, for the entire life of the company—the officers have been Edward G. Schlieder, President; U. Koen, Vice President, and J. T. Boulet, Secretary and Treasurer. The

INTERIOR OF BOTTLING PLANT OF THE AMERICAN BREWERY.

plant of the company is situated in Bienville Strect, and occupies a large part of the block running from Bourbon to Royal Streets, with offices and stablcs in the adjoining block, facing Bourbon Street. The American Brewery has the largest storage capacity of any brewery in the South, and also the largest refrigerating plant. Regal Beer is the product of the company, and it is bottled in what is acknowledged to be one of the most sanitary and modern plants in the country. It is packed in light, sanitary cartons for delivery and a large portion of the output is handled in kegs, which are kept scrupulously clean and free from from harmful influences. The city delivery service is complete to the last detail with an equipment of motor trucks which deliver to any part of the city. Thc company has perfected it to such a degree that their slogan has become "Ordered in the morning, delivered by night." This applies to any part of the morning up to the forenoon, and the promptness of the company's delivery has made it hosts of friends.

Standard Brewing Company

Taking front rank among the breweries of the South is the plant of the Standard Brewing Company, which occupies the greater part of the 500 block, between South Johnson and South Prieur Streets. The Standard is another of the home institutions of which New Orleans is justly proud. It was organized by Charles Wirth in 1898, and was financed and built by New Orleans capital exclusively. Charles Wirth has been its President ever since the establishment of the brewery, and the other officers are: Henry Armbruster, Vice President, and J. D. Wirth, Secretary and Treasurer. More than $100,000 is paid out annually by this company in salaries, and there are over 100 persons on the payroll. Mr. Wirth has made the feature of his business the absolute purity of all the ingredients which go into the product. Only the best materials are used and special care is exercised in all branches of the brewery that every piece of machinery is immaculately clean at all times and that the employees keep themselves clean and neat in so far as is possible. The city department has built up a large and steadily growing trade throughout New Orleans, and a large country trade is being built up through the State of Louisiana to regular out-of-town customers. Speedy delivery of orders is another one of the strong points of the Standard Brewery management, and both automobile trucks and wagons are utilized to cover the ground in a hurry.



Consumers Brewing Company

The Consumers Brewing Company was inaugurated in April, 1904, and has a capacity of 200,000 barrels. The officers are: Julius Wyler, President; Frank Kruse, Vice President; J. J. Egloff, Secretary; John J. Grover, Treasurer, and Henry Reininger, Superintendent.

Albert Weiblen Marble and Granite Co., Inc.

When the visitor to New Orleans sees the magnificent gray stone Post Office, opposite Lafayette Square and facing the City Hall, he is reminded of the wonderful quarries of Stone Mountain, Georgia, which are owned by Albert Weiblen, of New Orleans. This edifice is only one of the many which have been erected of Georgia stone furnished by the Weiblen Marble and Granite Company, Inc., which was established in 1889 with offices and plant at Nos. 501 to 525 City Park Avenue. The company specializes in the manufacture of interior and exterior building work in marble, granite and other stones. Some of the largest contracts executed in the Southern States have been handled by this firm, the New Orleans Post Office being one of the most important of recent years. The company is also the largest retail dealer and manufacturer of cemetery memorials, mausoleums, monuments, altars and other ecclesiastical work in the South, and has also furnished a number of fine memorials in Northern States. The business of the company is being rapidly extended into Latin America, where already some very handsome tombs have been sold. The Weiblen plant is equipped with modern machinery of great strength, and its quarries at Stone Mountain are among the largest in America.

Bishop-Edell Machine & Electric Works, Inc.

Two enterprising New Orleans boys who have worked their way to the top of their profession are the proprietors of the Bishop-Edell Machine and Electric Works, Inc., of 435 Gravier Street. They have built up the business by steady application and indefatigable energy and now enjoy the respect and esteem of their competitors in business, as well as the leading firms and institutions of the city. Clarence P. Bishop is the president of the company, and Lester W. Edell is the secretary and treasurer. The firm was organized in August, 1916, but since its establishment it has made rapid strides towards success. Many large and important electrical contracts have already been awarded to it, and, like every competent electrical house, the Bishop-Edell Company has had its hands full during the last few months, and is still rushed with business. Machine repair work and electrical construction contracts are the specialties of the Bihop-Edell Company. Both partners are expert electricians, and Mr. Bishop was a graduate of a large correspondence school of Scranton, Pa., in electrical engineering.

Dunbar-Dukate Company

A pioneer in the canning industry in New Orleans, the firm of Dunbar-Dukate Company of New Orleans blazed the way to the success of numerous canning organizations in the Gulf States. Commencing with the canning of oysters and shrimp, this firm has branched out into the canning of okra, preserved figs, various kinds of vegetables and syrups, and has gained an enviable reputation for its products in all the markets of the country. One of its specialties is Dunbar's shrimp in parchment-lined cans, and this has been termed "the pink of perfection in canned sea products," and their product has received the highest grade medals in the Expositions at Paris, London and other industrial centers. The general offices of the Dunbar-Dukate Company are in the suite 1013, Maison Blanche Building. The officers of the company are: George H. Dunbar, President; James V. Dunbar, Vice President; E. L. Dukate, Secretary-Treasurer. All are men of prominence and well known for their business and social activities in the Gulf Coast cities, where they have officiated in many public functions.

THE ELMER CANDY COMPANY, INC.

The Miller-Elmer Manufacturing Company, Ltd., has changed its name to the Elmer Candy Company, Inc., a name better adapted to the business. The new company is composed of five brothers—Augustus Elmer, President; A. J. Elmer, Vice President; O. B. Elmer, Treasurer; M. M. Elmer, Secretary, and L. J. Elmer, Sales Manager—making this one of the few big businesses to be run as a strictly family concern. The principal product of this company is the famous "Elmer's Chocolates," a high-grade confection which has a retail distribution covering the entire South.

Orleans Metal Bed Company, Limited

New Orleans is proud of her home institutions, and amongst them may be mentioned the Crleans Metal Bed Company, Ltd., situated at City Park Avenue and St. Louis Street. Their plant occupies a large square of ground and is one of the most modern and best equipped in this country, and the goods which they manufacture, both as to quality and finish, rank with any in this country. In fact, under the new management, which took charge of same in February, 1916, it has advanced rapidly until now it is one of the leading industries of the South, thus demonstrating what new management, modern equipment and prompt service will attain. Furniture dealers throughout the country, when visiting New Orleans, are cordially invited to visit this plant, and they will find one of the most modern and up-to-date bed factories in this country.

Whitney Supply Company, Limited

In 1883 this business was started by the predecssors of Whitney & Sloo Company, Limited.

In 1904 Whitney Supply Company, Limited, was organized, as the business had grown to such proportions that it could no longer be run as a department of the older concern. The company specializes in Fire Department, Mill and Factory Supplies and in Link-Belt and Transmission Machinery.

Mr. R. W. Riordan was for years their city salesman until his appointment to the State Board of Affairs.

The Whitney Supply Company's stores are at Nos. 418-424 South Peters Street, and the warehouses are located on the Public Belt tracks, and their facilities for handling pipe, iron and other heavy goods are unexcelled.

Jefferson Distilling and Denaturing Company

Less than a decade ago the question of utilizing the black strap molasses so as to make it a profitable by-product of the Louisiana sugar plantations was one of the problems which faced every sugar planter. For years he had been either throwing away this low-grade product or feeding it to the stock that he had on his place. Then the process of mixing black strap with alfalfa and cottonseed meal in mixed stock feeds was developed. This gave a demand for the black strap at a price around three to four cents per gallon, which was considered a big figure. Then the chemist stepped in and discovered that black strap molasses would make good alcohol. This was the beginning of the renaissance of the distilling business in the New Orleans district, and the Jefferson Distilling and Denaturing Company, whose plant is at Harvey, La., was among the first to take advantage of it. About the time of its establishment the war in Europe came on, and every alcohol factory in the country was tested to its capacity to fill ordersf for the powder factories. The once-despised back strap began to soar in price, and jumped by five and ten cents a gallon until it is now almost seven times its original prices. Every alcohol factory is begging for it, and few can get a supply either from Louisiana or Cuba.

The Jefferson Distilling Company is one of the fortunate few who had the foresight to contract for long terms for the product of large plantations in Louisiana, Texas and Cuba. Its plant at Harvey is one of the most up to date in the world, and for months it has been working to capacity day and night to keep up its race with orders from powder factories. It occupies several large buildings, covering more than ten acres of ground, and at the rate of its development it is predicted that it will have to take in more space within the next few years. It has a large force of skilled employees and operatives, and has, in addition, a supply of tank cars and boats which bring its supply of black strap from all parts of the country. Its laboratories are noted in the distilling business for their completeness and the skill of the experts in charge.

Not contented with guaranteeing a market for the molasses output of plantations, the Jefferson Company has had a leading part in the revival of corn planting in Southern Louisiana. When it was projected, the planting of corn in the reclaimed districts of Louisiana was more or less of an experiment. A few land men were planting a few acres in corn to demonstrate the value of the soil and attract corn farmers from the Northern corn belts and sell them lands. Then the big demand for grain alcohol came for industrial purposes. The Jefferson Company's promoters announced that they would take all the corn that could be raised in Southern Louisiana at a good figure, around 75 cents per bushel. This was a good figure in those days, though not so considered at this time, when corn is commanding $1.70 to $2 per bushel. But at 75 cents per bushel the corn farmer figured he was getting 50 cents a bushel profit, so the Jefferson Company became a big factor in encouraging extensive plantings of corn, resulting in making Southern Louisiana one of the biggest corn producers in the country. Thousands of acres were planted in corn which had been in sugar exclusively, and the planters made excellent returns. In fact, many farmers were attracted to the section from the North by the news of the big corn yields and prices for it. Thus the Jefferson Distilling Company has been a valuable aid to the country, as well as the nation at large. Its officers are men who have for years been connected with the chemical business in New Orleans and elsewhere. Charles Bacarach, its President, was formerly President of the defunct Standard Guano and Chemical Company, and Harry O. Penick, Vice President and Manager, was for some years connected with sugar and molasses enterprises and later the cashier of the trust and savings department of the Whitney-Central Bank.

Pelican Ice Company, Ltd.

The Pelican Ice Company, Limited, and the Pelican Cold Storage and Warehousing Company, Limited, were started in New Orleans about fifteen years ago by the President, Chas. H. Behre. These establishments have been active in the development of the ice and cold storage industry in the city of New Orleans. The ice plant is of 112 tons daily capacity and the cold storage is about 500,000 cubic feet of space, located on the Terminal tracks, accessible to all parts of the city, and has a patronage among the progressive element in the community. The Pelican Ice Company is probably the best exponent of an ice delivery company in this part of the country, the red wagons, serving all over the city, furnishing the necessary ice to the domestic and consuming trade. The Ice Factory is located at 1550 St. Louis Street, with Theo. S. Behre, Secretary, Treasurer and Manager, and the Cold Storage Plant is located at 1561 St. Louis Street, with Chas. H. Behre, President and Manager.

International Distilling Company, Ltd.

Among the newer industries of New Orleans which have prospered because of the abnormal development due to the European war is the plant of the International Distilling Company at Ferdinand and Pine Streets. This enterprise, which is one of the largest of its kind in the South, was formed for the manufacture of alcohol and spirits for perfumes from the low-grade molasses of the Louisiana and Texas plantations and that brought in by tankships from Cuba, Porto Rico and other tropical sections. The site of the International was formerly occupied by another distilling company of the same name which burned several years ago.

In rebuilding the distilling plant its capacity was greatly increased and its employees augmented. The management of the International was fortunate in being able to close large contracts for black strap molasses at a time when the prices were comparatively low, and since the wonderful demand for alcohol has arise because of the necessity for the manufacture of high-grade explosives both for Europe and America the distillery has been operating at its fullest capacity day and night to keep up with its orders. The company is equipped with the latest and most modern machinery, and has a staff of chemists second to none in the country. Some of the leading business men capitalists of New Orleans are at the head of the institution, which has now taken its place among the foremost in Louisiana. Wesley E. Lawrence, its President, is a young and vigorous man of great ability and keen business acumen. The Secretary is Leon P. Pfeifer, who is in charge of the city office at 806 Maison Blanche Building.

ISTROUMA HOTEL

Replete with historical and natural attractions, Baton Rouge, the State Capital of Louisiana, is one of the most appealing cities of the South to the tourist and business visitors. It is in the heart of one of the richest farming sections of Louisiana, the seat of culture and refinement for generations and the home of some of the most illustrious sons of the Southland. Serving this section is the Istrouma Hotel of Baton Rouge, which has long been noted as one of the most modern hotels in Dixie Land. Its accommodations are comfortable; its cuisine unequalled and its service the equal of that of any hotel in the country. Alex. Grouchy, the popular Manager of the Istrouma, is both a good hotel man and a good citizens. On several occasions he has been called upon to serve his people in public capacities and is now the Mayor of the Capital City. Mr. Grouchy's aim is to make his hotel the home of the numbers of tourists who come to Louisiana, now that the automobile highways are completed. Mr. Grouchy was instrumental in obtaining the Jefferson Highway for Baton Rouge, and his efforts will, no doubt, be amply rewarded when the auto tourists from the Middle West begin to come by scores and hundreds, as are expected this winter. The facilities of the Istrouma Hotel are being equipped to take care of this class of travel, as well as the legislators when the General Assembly is in session, for the Istrouma has been the home of the Assembly for several generations. The hunting, fishing, boating, motoring and golfing attractions of Baton Rouge are being thoroughly advertised, and the State Capital will, no doubt, be one of the most popular stop-overs for the Jefferson Highway tourists en route to New Orleans from Winnipeg, St. Paul, Kansas City or other points.

The Farrnbacher Dry Goods Company

The Farrnbacher Dry Goods Company enjoys an exceedingly large patronage in Baton Rouge and surrounding territory. The head of the firm is Solon Farrnbacher, who is also President of the Baton Rouge Transportation Company, President of Glenmore Light and Power Company, President of Greater Baton Rouge Realty Company, President of Dixie Mercantile Company, President of the Chamber of Commerce for years, and member of the following organizations: Masons, Elks, Knights of Pythias, Woodmen of the World, Redmen and B'nai B'rith.

D. D. PEABODY

The naval stores industry is one that is very little understood in New Orleans, although there are no less than eleven concerns engaged in this business in this city, handling rosin and turpentine and other products of the pine tree, amounting in value to over $8,000,000.00 a year.

Prior to the Civil War nearly all the rosin and turpentine manufactured in America was produced in the Carolinas. The industry has now moved southwest, following the belt of the long-leaf yellow pine forests into Mississippi, Louisiana and Texas. The last large forests to be found in the United States which have not been turpentined are in Louisiana and Texas, and this business is one which will very largely increase in New Orleans and vicinity for years to come.

It might not be out of place to mention Mr. D. D. Peabody, with offices 321 Hibernia Bank Building, who, having been identified with the naval stores business in New Orleans for the past eleven years, has probably done more towards bringing buyers to the market than any other man.

Mrs. Martha J. Gould

Among the city officials whose office has been the means of improving the status of the laboring classes, there is none who deserves more credit than does Mrs. Martha J. Gould, the Inspector of Factories of New Orleans. Mrs. Gould is an indefatigable worker, and much of the success of the department in improving the conditions under which girls and women work is due to her energy. During her administration every factory in the New Orleans district has been inspected at regular intervals and great stress has been laid upon the necessity of cleanliness, in sanitary plumbing, rest rooms for female employees, proper fire protection and fire escapes on all buildings used for factory purposes and fair treatment of women workers. The administration of Mrs. Gould has eliminated the employment of all boys and girls of school age, so that the official has done much for the future citizenship of New Orleans by aiding in the compulsory education of children whose parents might be disposed to live off the earnings of these minors.

Consumers Electric Light and Power Company

The Consumers Electric Light and Power Company as a corporation was formed in 1911 and started out with approximately 3,000 customers, mostly situated in the business section of the city. Since that time, by prompt, courteous and efficient service, its business has increased by leaps and bounds, and its distribution lines now extend into various parts of the residential section of the city. Its customers now number over 5,000 an increase of more than 66 2-3 per cent in this short time. As said above, this has been due mainly to the efficient service of the company, but can also be ascribed to the very considerable reduction in rates during this period and to the great forward strides made by the City of New Orleans through the up-to-date administration of its affairs by the Mayor and his co-workers.

The present outlook of the company is exceedingly bright, due to the prosperous conditions of the city, and aided by its very attractive office and showroom, located on one of the main thoroughfares, at No. 116 Baronne Street, where a full and complete line of every electrical device and household appliance known to science is carried in stock.

Prominent Orleanians

HON. PAUL CAPDEVIELLE

LAWYER, STATESMAN, SOLDIER and public servant. These four attributes may be given the public career of the Hon. Paul Capdevielle, State Auditor of Louisiana since 1904 and again re-elected in 1916 for a four-year term. Mr. Capdevielle's public career dates back 40 years, when he was first appointed a member of the Louisiana State School Board of 1877, which was a most important designation, since at that time the schools of the State were in the process of reorganization after years of carpet-bagger and negro domination and misrule. Prior to that time his business had been insurance, he having been the President of the Merchants' Insurance Company of New Orleans for more than thirteen years, giving up his professional career as a councillor at law in order to serve in this capacity.

Born of distinguished French colonial lineage, Mr. Capdevielle's family had for generations been prominently connected in the public affairs of Louisiana. He was born in New Orleans January 15, 1845, and educated at the Jesuits' College in this city. Graduating in 1861, he immediately joined the service of the Confederacy, serving with honor and credit to his company and regiment. Several times he was brevetted for gallantry and bravery on the field of battle, and at the close of hostilities his services were much sought by the former comrades, who had formed an admiration for his sterling qualities of friendship and loyalty. Mr. Capdevielle was an unflinching champion of the rights of his city and State and its people in their contest against negro and carpet-bagger misrule, and while practicing law, after being graduated from Tulane University he made numerous new friends through his devotion to the rights of his people. He built up a large practice in a few years, and it was to leave this he was called to the Presidency of the Merchants' Insurance Company, a local enterprise in which many of the leading dealers and business men of New Orleans were interested. He continued in this capacity after his appointment to the School Board and as a member of the Board of Commissioners of the Orleans Parish Levee Board. He resigned from the Levee Board to accept the Democratic nomination as Mayor of New Orleans in 1899, in which office he served until 1904. Many improvements to the city were under discussion during the administration of Mayor Capdevielle, among them the authorization of the Sewerage and Water Board, which, through various bond issues, has created a pure filtered water service which is second to none in the country, and a system of drainage which is handling millions of surplus gallons of water annually and has reduced the water level in New Orleans from a few inches below the surface to a depth of fully thirteen feet.

Numerous public buildings, such as fire houses, schools, markets and bridges were built under this administration, and the way was paved for many civic betterments which have been carried to successful completion under the four successive administrations of Mayor Martin Behrman. Mayor Capdevielle was called upon to meet many difficult situations during his regime as Chief Magistrate of New Orleans, among them being labor and other troubles, all of which he adjusted to the credit of himself and the city. During the negotiations the Mayor conducted himself along high planes of citizenship and loyalty, and made friends among all parties concerned.

Leaving the office of the Mayoralty, Mr. Capdevielle was appointed by the then Governor Newton C. Blanchard as the Auditor of Public Accounts of Louisiana. This was in 1904, and it was generally regarded that the appointment to this high State office, carrying with it such responsiblities, was a recognition of the able management of city affairs while at the head of the administration. Mr. Capdevielle has always been proud of his French ancestry, which is of noble origin, and he improved every opportunity given him during his public career to cement more closely the bonds of friendship existing between New Orleans people and the French. His great success in this work, especially in the establishment of charities through which the city could assist French mariners and the poorer Frenchmen and their families, received official recognition from the French government. He was given the Cross of the Legion of Honor in 1902, the distinguished honor being conferred in person by an official from the French Embassy, who came to New Orleans for the purpose. In the same year, King Oscar of Sweden conferred upon the then Mayor of New Orleans the Cross of Commander of the Order of Saint Olaff for special services rendered to subjects of the King of Sweden. Shortly afterwards the United Daughters of the Confederacy presented to Mr. Capdevielle the Cross of Honor as a recognition of his gallant conduct while a Confederate soldier. He had also rendered service to the Confederate soldiers after the war by assisting them in obtaining pensions for the needy veterans and in the establishment of the Confederate Veterans' Home at Camp Nicholls, on beautiful Bayou St. John. In 1904 the degree of Doctor of Laws was conferred upon him by the St. Louis University. This was an acknowledgement of his services to the bar of Louisiana while in the Constitutional Convention.

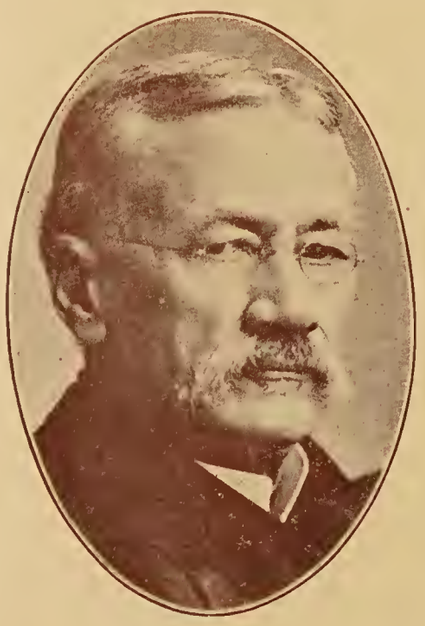
On entering upon his duties as a State officer, Auditor Capdevielle found it necessary to establish many important changes in the accounting systems of the State. His excellent business training as the head of the large insurance company at New Orleans served him in good stead in this difficult task and made it possible for the Auditor to establish systems which were a great improvement over former accounting of the office. These systems and the discoveries made in the loose methods of rendering State accounts were the commencement of a bitterly fought-out struggle between the beneficiaries of the lax systems and the Auditing Department, which has gone on unceasingly during the four administrations of Auditor Capdevielle. Little by little his plans worked out, so that special traveling auditors were appointed on recommendation of Mr. Capdevielle and every department of the State government put under a rigid check. The State Bank Examiner and his forces were also organized on recommendations of the Auditing Department, and further safeguards thrown about the resources and funds of the State and its various parishes. Reports from tax collectors began to be more and more frequent as these reforms were carried into execution and the revenues of the State and parish were more secure and more regularly accounted for. It is estimated that these improved checking systems resulted in a saving of hundred of thousands of dollars annually in revenues and gradually forced a readjustment of assessments on such a regular basis that tax dodgers began to feel the pinch of inexorable forces, and the State received the benefit. In all of these reforms the State Auditor worked quietly and diplomatically, so that the forces which were combatting them rarely knew that it was his brain that was the inspiration of them and was laying the plans whereby they were being enacted. They had a widespread influence upon legislation and the progress of the State; for, after the Supervisors of Accounts had been established in office, the next step was that which led to the abolishment of the fee system of sheriffs and tax collectors and placed them all on a strictly salaried basis. This was another reform which had been the dream of Auditor Capdevielle for years, as he could see how the State's funds and the funds of the parishes were being dissipated by the system which allowed the sheriffs and tax collectors the fees of 10 per cent of tax collections. Mr. Capdevielle always held this to be unjust to the taxpayers and a dangerous form of power in the hands of tax collectors. Mr. Capdevielle was married in 1878 to Miss Marie Emma Larue, and six children resulted from the union. He is a member of the K. of C., St. Vincent de Paul Society, Sodality of the Holy Virgin and Elks,

Hon. James J. Bailey

A leading member of the bar and one of the hardest workers for Democracy in the State of Louisiana, Mr. James J. Bailey had further honors showered upon him in his selection as Secretary of State in the primary held in January. The vote cast for him in that election was gratifying not only to the candidate as a personal tribute but to the bench and bar of the entire State. Giving freely of his time, labor and brains, Mr. Bailey has been at all times in demand because of his oratorical powers, and made a record second to none while a member of the State Legislature. A solid business man of affairs, he believes in Louisiana and its future, and can always be found in the front ranks in any movement helpful to the State.

Possessing an attractive personality, Mr. Bailey numbers his friends by the hundreds, and is pre-eminently qualified to fill the exacting duties of the high office to which he has been chosen, and bids fair to have further honors thrust upon him whenever his name is offered for office. He is one of the few men in the game of politics of Louisiana who never fails to remember his friends and whose integrity is unquestioned, and can be counted upon whenever needed to do his full share. This is one of the causes of his popularity among the voters of his native State. Mr. Bailey is a member of several fraternal organizations, and is held in high esteem throughout the State.

Hon. Frank A. Monroe



Soldier, scholar and jurist, Chief Justice of the Supreme Court of Louisiana, has given much of the best of his life to the service of the State. First serving in the Confederate Army four years, being wounded in the service, and taking up the study of law after the war, he became a member of the Louisiana bar in 1867. Being elected Judge of the Third District Court in 1872 and dispossessed by the "Carpet-baggers" he was re-elected Judge of the same court in 1876, and in 1880 was appointed Judge of the Civil District Court, Parish of Orleans, serving continuously until March, 1899, when he was appointed Associate Justice of the Supreme Court of Louisiana, and succeeded Judge Jos. A. Breaux as Chief Justice in 1914. Aside from serving some thirty-nine years as a Judge, this worthy gentleman has found time to do much for Democracy at the time when Democracy needed his services, dating back from the days of the White League of '74, and taking an active part in the anti-lottery campaign of 1892.

Ethelred Macauley Stafford

Among the attorneys of the Louisiana bar there is none who holds a higher place in the public esteem than does State Senator Ethelred Macauley Stafford of New Orleans. Senator Stafford has amassed a competency through his practice, which is large and varied, and, in spite of that fact, he has found time to devote a large portion of his time to civic and other public work. For a number of years he has been a familiar figure and active in the counsels of the successive administrations at Baton Rouge, and there is hardly a man in the State who has made as many friends and has as few enemies in a political way. His work in the Legislature has been broad and statesman-like, and remedial legislation for the public good has been one of his strong points. Such laws as the Workingmen's Compensation Act, universally esteemed to be the best statute placed on the law books of Louisiana in many years, were fathered and fostered by him, and he took a prominent part in the framing of laws for prison reform, paroling of prisoners, improving the conditions at the reformatories and asylums and other remedial legislation. Senator Stafford is prominently connected and a native of Louisiana. He has taken a prominent part in the enaction of laws for the promotion of thrift and the throwing of safeguards around the investments of the small savers of the State. He is an unalterable opponent of vicious legislation in all forms and has always stood for the best that has been proposed in bills introduced in the Legislature.

Hon. Joseph A. Breaux

As a jurist, statesman and citizen, Louisiana is indebted to the Hon. Joseph A. Breaux, one of its history-makers and most distinguished lawyers and publicists. Judge Breaux recently retired to private practice after having had the honor of being the Chief Justice of the Supreme Court of Louisiana for ten years. This valued service was a reward for fourteen years of service as an Associate Justice of the Louisiana State Supreme Court, which was, in turn, his reward of many years of public service. A Confederate veteran, Judge Breaux took a leading part in the difficult work of ridding Louisiana of its irresponsible carpet-bagger element and restoring to its people the control of the State. His work before the bench and bar won his preferment in many lines, and his services as a councillor at law were in great demand before his exaltation to the highest office in the gift of the State's people for a legal mind. Judge Breaux is now enjoying a large private practice, his office being located in the Whitney-Central Bank Building. He is a great believer in the future of New Orleans and the State of Louisiana, and has been a consistent prophet of the greater things which are to come when the people of the nation at large are awakened to the wonderful possibilities of Louisiana as a purveyor of fruits, vegetables and staple crops to the United States and the world.

Col. Thomas J. Lewis

Col. Thomas J. Lewis, in charge of the Recruiting Station for the United States Army at New Orleans, is one of the best known men of the Crescent City and has a host of friends. A graduate of West Point, Col. Lewis has seen active service since his graduation, and his field of operations embrace not only service at different forts in the United States, but actual field service in Cuba and in the Philippines. Being retired from active service, Col. Lewis was placed in charge of the Recruiting Station at New Orleans, but is still a man of vigor and determination; he has a most enviable record in the service of his country as an army officer, is a scholarly gentleman and held in high esteem by the officers of the army of the United States, who know him best. Is a member of the Army and Navy Club, of Washington, D. C., and of several social clubs of New Orleans, and enjoys a wide popularity in this city.

William Kernan Dart

William Kernan Dart, Attorney-at-Law, member of law firm of Dart, Kernan & Dart. Born at New Orleans, La., March 16th, 1885. In addition to practicing law, is Professor of Constitutional Law at Loyola University and is Editor of the "Louisiana Digest," a digest of all reported Louisiana court decisions, now being published by Bobbs-Merrill Company, Indianapolis, Ind. Mr. Dart was married November 19, 1913, to Miss Louise Marie Laplace, and is the proud father of two lovely children—a son and a daughter.

John B. Meyers

The subject of this sketch is one of the admirers of the Behrman Administration. Mr. Jno. B. Meyers is of Swiss parentage. He attended the public schools and reached the highest department of the primary school, after which he occupied several minor positions as clerk. During the Civil War he was a private in the Confederate Guards Regiment, doing home guard duty in this city. On the surrender of the city to the Federals the regiment was disbanded. He then secured employment in the sugar and molasses business, receiving later an interest with his employers. Today he is owner and operator of a syrup and molasses refinery. Besides his regular duties in business, he is interested officially in church and Sunday school work. He is also director and treasurer of the German Protestant Home for aged and infirm. He is a director of the Seamen's Bethel, Y. M. C. A., Convalescent Home, State Sunday School Association, Commercial-Germania Trust and Savings Bank, Union Stave Company and Commissioner of the Public Belt Railroad. Mr. Meyers says that he considers Mayor Behrman the most active Mayor he has ever known, as he recollects well many administrations in years past. New Orleans has been his life-long residence, but he remembers none in previous years under their control and management having such gigantic enterprises such as the sewerage and water system, Public Belt Railroad, street paving, beautiful new and substantial schoolhouses, public buildings, street railway transfer system, and many other splendid improvements.

Jules Blanc Monroe

Jules Blanc Monroe, Lawyer, New Orleans, La.; born New Orleans, March 3, 1880; son of Justice Frank Adair Monroe; Graduate A. B., with highest honors Tulane University, 1899, and LL.B., 1901; post-graduate work summer session Law School. University of Michigan; married Miss Mabel Overton Logan, New Orleans, 1907; is a member of the firm of Hall, Monroe & Lemann; General Counsel New Orleans & Northeastern Railroad Company, Alabama & Vicksburg Railway Company and New Orleans Terminal Company; General Counsel and Director Vicksburg, Shreveport & Pacific Railroad Company; President Broussard Land Company, Gayoso Realty Company, etc.; Secretary Society for the Relief of Destitute Orphan Boys; is a staunch Democrat; Vestryman, Trinity Church of New Orleans; Member American Bar Association, Louisiana Bar Association; Sigma Chi; Phi Beta Kappa; Alumni Association of Tulane University (ex-President), and member of the following Clubs: Boston Club, Country Club, Nine O'Clocks, University Club and Press Club.

Resides at 1424 Louisiana Avenue, withoffices in Hibernia Bank Building.

Leonce M. Soniat

The subject of this sketch was born in Carrollton, La., in 1841. His grandfather was one of the earliest sugar planters of Louisiana, and in 1808 bought the Tchoupitoulas Plantation, twelve miles above Canal Street, which plantation continued in sugar for several years after the war. His father, uncles and cousins were also sugar planters, and he entered the fraternity in 1875, in Iberville Parish. Thus for more than a century there has always been one or more sugar planters in the family.

One of his cousins, Lucien Soniat, realizing after the war the necessity of improved method of cultivation, invented the loose-tooth stubble digger, which has revolutionized the cultivation of cane in this State. It has been greatly improved since, but the principle is the same, and it is one of the most valuable implements of the sugar planter.

Mr. Soniat graduated in 1858 at the University of Louisiana, now Tulane, and followed a course of one year at the University of Virginia. During the war he served as a member of the Orleans Guards Battalion, which, after Shiloh, merged into the Thirtieth Louisiana. After the war he kept store in St. Charles Parish, and in 1875 bought the Cedar Grove Plantation of 500 acres, which he enlarged to 2500. He was a member of the Police Jury of St. Charles Parish, and later, in Iberville Parish, member of the School Board and Postmaster for over thirty years. His policy has always been protection for all American industries and preparedness. He stands for honest administration and conservation of our resources. In the course of his life he has seen lower Louisiana, covered with immense forests, gradually denuded to the point that timber will soon be exhausted and firewood a luxury.

He has been for a number of years Vice President of the Louisiana Sugar Planters' Association and of the American Cane Growers' Association.

Mr. Soniat is proud of the record of his nephews in the French Army. One of them, Lieutenant George Gromier, after obtaining the Cross of the Legion of Honor in Morocco, served later in aviation, and was killed by the failure of his aeroplane. The other, Captain Bosch, was killed while charging at the head of his company.

P. M. MILNER

The subject of this sketch is a pioneer in the Good Roads Movement in Louisiana. As President of the Motor League of Louisiana, he fathered the building of the Chef Menteur Road, which was built with convict labor and with the active assistance of the Behrman Administration. The work done on this road has made it possible to make it a link in the chain of a national highway into the City of New Orleans, and for this purpose it is now being paved from People's Avenue Canal to Chef Menteur.

As President of the Louisiana State Good Roads Association, he did much to develop the building of good roads in Louisiana.

He is Vice President of the Jefferson Highway Association, which promoted the building of a national highway from Winnipeg, Canada, to New Orleans, by way of Shreveport and Baton Rouge; also a Director in the Jackson Highway Association; also Chairman of the Good Roads Bureau of the Association of Commerce, and at various times has been President of or a Director in every highway association formed in this city in the past ten years.

His latest work was in connection with a highway from New Orleans to Hammond, which is now assured by the passage of an act of the Legislature funding the automobile licenses for this purpose.

He prepared with Mr. Walter Gleason the State automobile legsilation bill. Mr. Milner is one of the leading lawyers of the city and State.

L. H. MARRERO

Among the men who have done things in Southern Louisiana the list would be incomplete without the name of Hon. L. H. Marrero, Sheriff of Jefferson Parish for more than twenty years. Sheriff Marrero is noted as an official whose popularity has been attested through successive re-elections to his responsible office and through his various terms of service. His aim has been the development of his parish and its resources for the benefit of the property holders. Sheriff Marrero has been the means of establishing a large industrial district in Gretna and along the west bank of the Mississippi from McDonoghville to Avondale. The output of these factories creates thousands of tons of freight annually, and their value is far up in the millions Sheriff Marrero is a large property holder, and through the development of his holdings hundreds of families of Italian truckers have been enabled to attain a competency. His policy has been to rent lands at reasonable rates so as to give the truckers an opportunity to farm on as large a scale as possible. The Marrero administrations have been productive of great prosperity in Jefferson Parish, and one of the latest accomplishments has been the creation of a modern Parish Fair for the development of improved breeds of cattle and other live stock. Sheriff Marrero was born in Louisiana and is prominently connected.

George Burton Jurgens

George Burton Jurgens is a native of New Orleans and a graduate of Tulane University with the degree of A. B., class of 1910. Mr. Jurgens was for several years Superintendent of a sugar plantation in Porto Rico, and is President of Geo. B. Jurgens & Co., and Secretary-Treasurer of the Poydras Realty Company and General Agent in Louisiana and Mississippi for the Missouri State Life Insurance Company. In the social life of New Orleans, he is a member of the following clubs: Chess, Checkers and Whist, Southern Yacht, Pontchartrain Rowing Club and a number of Carnival Associations. Also served his native State for several years in the Home Guard as a member of First Cavalry Troop, L. S. N. G. Mr. Jurgens married Miss Emma Qualtrough of Houston, Texas.

AL. J. BUJA

Al J. Buja was born in New Orleans, La., March 10, 1867, and received a public school education. Mr. Buja has worked in the steamship business almost all the time. He is the sole proprietor of the stevedoring firm of J. P. Florio & Co. He is a Mason, Shriner, Worthy President of the Eagles, Trustee in the Benevolent and Protective Order of Elks Lodge No. 30, Woodmen of the World, Press Club, Druids, Motor League, Old Colony Club, a Director in the Hibernia Homestead Association and Orleans Homestead Association, and is stevedore for the Texas Transport and Terminal Company, Holland-America Line, French Line and Simpson, Spence & Young (New York and London).

LOUIS KNOP

Louis Knop, Civil Sheriff, Parish of Orleans, born January 29, 1862, was educated in the public and private schools of his native city; elected to City Council of New Orleans, April, 1895 to 1896; elected President of Seventh Ward Central Democratic Club, 1896 to 1900; elected member of Legislature, 1900 to 1904; member Regular Democratic Parish Committee, 1899 to 1908; elected in 1908 a member of State Central Committee, serving continuously to 1915; joined the old Volunteer Fire Department in 1880, and was an active member of the old Phoenix Company No. 8, being elected Foreman of that company in 1883, and held that office until the organization of the present paid department; and is now a member Board of Administrators of the Firemen's Charitable and Benevolent Association, being Vice President for 25 years; President New Lusitanos Benevolent Association, President Seventh Ward Social Club, Director Choctaw Club, member Atlantic Benevolent Association, Director Homeseekers' Homestead Association; member of Elysian Camp No. 555, W. O. W., member N. O. Lodge No. 477, Loyal Order of Moose, New Orleans Herd No. 1, Benevolent Order of Buffalos, and elected Civil Sheriff, Parish of Orleans, Louisiana, November 8, 1908; re-elected to same office in 1912

Martin H. Manion

A resident of the City of New Orleans, and born in this city; was educated in the public schools and Tulane University, completing his law course at the University of Virginia. He is now engaged in the active practice of law and as a notary public in the Parish of Orleans. He is also President of Manion & Co., one of the large jobbing houses in this city.

Mr. Manion has always taken a keen interest in civic matters, having been for a number of years a member of the Board of Directors of the New Orleans Progressive Union and afterwards of the New Orleans Association of Commerce.

He was also for several years President of the New Orleans Poll Tax Association, and during his administration the payments of poll taxes was $52,000, larger than they had ever been prior to or since that time. He was instrumental in the organizing of several street commissions for the improvement and beautifying of residential streets. He has always stood for the improvement and progress of the city in both material and artistic aspects.

During the administration of Governor Hall he served as a member of the House of Representatives of the State Legislature, and during his term of office introduced and caused to be enacted into law some very important legislation, more particularly the law exempting from taxation money on deposit and in possession, the idea of which originated with him. The law permitting banks and banking institutions to carry on business in the State of Louisiana upon payment of minimum tax and the present statute authorizing a canal connecting Lake Pontchartrain with the Mississippi River were among those fathered by Mr. Manion, as well as the one which insured the municipalities fronting on the lake coast against squatters and the construction of unsightly buildings along the water fronts. Mr. Manion was a member of the Board of Directors and one of the organizers of the Savings and Homestead and Citizens' Homestead Associations.

Rev. Dr. Alexander Gordon Bakewell

Perhaps the oldest living Episcopal rector in the world is the Rev. Dr. Alexander Gordon Bakewell of New Orleans, in charge of Trinity Chapel in this city. Dr. Bakewell will round out his 95th year next December, God willing, he having been born in the good old Corn Cracker State on Dec. 16th, 1822. Dr. Bakewell is loved and revered by every Orleanian regardless of sect or creed, and his charity knows no denomination or faith. For years he has been the Chaplain General of the Louisiana Division of the United Confederate Veterans, in which capacity he has performed the last rites of many a comrade. Dr. Bakewell was himself a gallant Confederate soldier, having been a chaplain for a Louisiana regiment, but he is as loyal and partotic a citizen as he was a soldier, and his work has been a living example of devotion to his country.

Major Frank M. Kerr

Major Frank M. Kerr is one of the prominent men of New Orleans. Educated in the public and private schools of the Crescent City. Major Kerr attended the Louisiana State University, and is a graduate of the Engineering School of that institution, class of 1871. Since his graduation as a civil engineer, Major Kerr has been continuously engaged in his chosen profession for some forty-odd years, and has built up a reputation during these years second to none. Major Kerr is now in charge of the Louisiana State Engineering Department as Chief Engineer, and to him is largely due the credit for building up the splendid levee system which now protects the State of Louisiana and the City of New Orleans from floods from the Mississippi River. Served as a member of the Board of State Engineers by appointment of Governors of Louisiana from 1888 to 1903, and, by like appointment, as Chief State Engineer from 1903 to date, and is regarded as one of the leading men of his profession. In the social life of New Orleans Major Kerr is a member of the Boston and Choctaw Clubs, and is also a member of the Louisiana Engineering Society and of the American Society of Civil Engineers and of the Academy of Sciences.

ARCHIE M. SMITH.

Archie M. Smith, President of the Louisiana Society of Certified Public Accountants and member of the American Institute of Accountants.

Hunter C. Leake

Few men of any profession are better and more favorably known in Louisiana than Hunter C. Leake, the eminent attorney of New Orleans. Mr. Leake has attained righ rank as a corporation attorney, being the legal representative of the Standard Oil Company of Liuisiana. For a number of years prior to accepting that post he was the General Agent of the Illinois Central System lines in Louisiana, and as such was thrown in constant contact with the leading men of the State. As the representative of the Illinois Central, Mr. Leake was instrumental in obtaining many betterments for New Orleans in trackage arrangements and general improvements to the freight facilities and terminals. One of Mr. Leake's greatest services to Louisiana was his untiring work as the President of the Pontchartrain District Levee Board, in which capacity he served for a number of years. He brought the levees up to a high state of protection to the property owners, and during periods of high water Mr. Leake took personal charge of his forces and fought the common enemy for days and weeks.

Col. Hugues Jules De LaVergne

Possibly there is no better known name in either France or the State of Louisiana than that of De La Vergne. The subject of this sketch, Hugues Jules de la Vergne, was born at New Orleans, La., July 1st, 1867; is an Attorney at Law, graduate of Jesuits' College, New Orleans, with A. B. degree in 1885, A. M. 1887, and was Deputy Probate Clerk at the Civil District Court for four years; Ph. B. 1893; graduate of Tulane University with LL. B. degree in 1888; he ran for Senate of the State of Louisiana in 1901, and was commissioned Major and A. D. C. by Gov. Blanchard of Louisiana July 9, 1904; promoted Lieutenant Colonel March 12, 1905; married May 2nd, 1895, to Marie Louise, daughter of Charles Edouard Schmidt, lawyer of New Orleans, and Leda Hincks. They have had the following issue: Marguerite, born September 23, 1896; Juillac Hugues, born November 24, 1897; Charles Edouard, born August 18, 1904; Marie Louise Helene Leda, born August 7, 1908; Jules, born August 17, 1911; Jacques P. Villere, born February 27th, 1913, and Pierre Renaud, born April 12, 1916. Colonel de la Vergne ran for Democratic nominee for Lieuteant Governor of Louisiana in 1916. He was commissioned Colonel and A. D. C. by Governor L. E. Hall on the 10th of March, 1916. On January 27, 1917, he was commissioned Colonel and A. D. C. by Governor R. G. Pleasant.

Judge Thomas J. Freeman

In after years when the history of New Orleans is written the handsome gray-stone passenger station of the Trans-Mississipi Terminal Co., will be shown as the monument to the activity of Judge Thos. J. Freeman, for it was as the First Vive President of the Texas & Pacific Ry. and the organizer of the Trans-Mississippi Terminal Company that Judge Freeman formulated the plans for this magnificent $250,000 structure. In so doing he performed a noteworthy service to the city, since he beautified a decadent section and caused to be laid many blocks of wood block, bitulithic and granite pavement. Judge Freeman is now the general counsel of the Texas & Pacific Ry. and the legal adviser of the Goulds in their railroad properties. He has the distinction of having carried the International & Great Northern Railroad successfully through a Federal receivership, and during the period of his management of the Texas & Pacific the railroad was in a most prosperous condition. Judge Freeman is probably the best known legal counsellor in Texas, Louisiana or the South. and became a notable local figure through his presidency of the Association of Commerce when it accomplished much constructive work.

B. A. Ledbetter, M. D.

Dr. Benjamin Alfred Ledbetter, member of the State Board of Health, member of different local, State and National medical societies, examiner for various insurance corporations, is one of the best known professional men in the South. Dr. Ledbetter is a native of Claiborne Parish, Louisiana. He was born September 15, 1868, the son of Benjamin Thomas and Mary (Vanderhurst) Ledbetter.

Dr. Ledbetter received his early education in the schools of North Louisiana, in the town of Keatchie, and in De Soto Parish. He attended Tulane University and was graduated from the Medical Department with the degree of M. D. in the class of '91.

Immediately upon completion of his studies in Tulane University, Dr. Ledbetter began his career as practictioner in New Orleans, and is to-day recognized as a leader in the medical profession.

Dr. Ledbetter has been the chief examiner for the Metropolitan Life Insurance Company for more than 20 years. He has also been the chief examiner of Union Central Life Insurance Company for more than ten years, and, in addition to these important posts, Dr. Ledbetter for a number of years has served as chief examiner for the Life Extension Institute of New York.

Dr. Ledbetter was twice elected president of the well-known body of local professional men. He is also a member of the Louisiana State Medical Society, and filled the office as president in the year of 1912. Dr. Ledbetter also holds membership in the American Medical Association, the membership of which is composed of some of the most famous practitioners in the United States.

A little more than eight years ago Dr. Ledbetter, at the beginning of the Sanders administration, was appointed a member of the State Board of Health from the Parish of Orleans. Subsequently, by reason of the invaluable services Dr. Ledbetter rendered the State in his capacity as a member of its Health Board, he was reappointed and served throughout the regime of Luther E. Hall, and Dr. Ledbetter still serves the State as a member of the Health Board, having been recently reappointed by Governor Pleasant.

On October 29, 1897, Dr. Ledbetter was married to Miss Annie Seawall of New Orleans, and from this union there are five children, as follows: Karl, Gretchen, Ben and Walter (twins) and Victor Ledbetter.

JOHN DILLON

Prominent among the younger business men of New Orleans is John Dillon, Secretary-Treasurer and General Manager of the firm of A. S. Kottwitz & Co., Limited, wholesale produce merchants of Tchoupitoulas Street, near Poydras. Mr. Dillon is a member of the Board of Commissioners of the Fire Department of New Orleans, and is the chairman of the Committee on Apparatus, Supplies, etc. In this capacity he has contributed much to the excellence of the Fire Department, and the fact that it is noted as being one of the most efficient organizations of fire fighters in America is due in a great measure to his activities. Mr. Dillon is a consistent worker for New Orleans, and through his civic endeavors has contributed much to the renaissance of its commercial growth during the past decade. He is prominent socially as well as in business circles, being a member of the Southern Yacht Club, the Young Men's Gymnastic Club the New Orleans Press Club, the New Orleans Lodge of Elks, the Association of Commerce and the Choctaw Club.

Foster, Milling, Saal & Milling

Embracing men of exceptional prominence in State and National affairs, the law firm of Foster, Milling, Saal & Milling of New Orleans, with a suite of offices in the Rooms 915-25 of the Whitney-Central Building, New Orleans, is one of the leading firms of the profession in the South. This firm, or its predecessors, was organized some fifteen years ago under the name of Foster, Milling, Godchaux & Sanders, and occupied offices in the Godchaux Building. The senior member of the firm, Hon. Murphy J. Foster, now the Port Collector of Customs of New Orleans, was Governor and twice a United States Senator from Louisiana, retiring five years ago from the Senate. Hon. J. Y. Sanders, another member now retired from the firm, was Governor and Lieutenant Governor of Louisiana, and is now the Representative in Congress from the Sixth Louisiana District. Judge Emile Godchaux, also retired from the firm, was elected a Judge of the Court of Appeal of Louisiana. Senator Foster is still actively connected with the firm. The active head is Judge Robert E. Milling, formerly of Franklin, La., now recognized as the most prominent lawyer in Southern Louisiana. Judge Milling has attained prominence as an authority upon drainage laws, especially those laws pertaining to the formation of drainage districts and the issuance of drainage bonds. He was instrumental in obtaining the passage of constructive legislation in Louisiana which enabled the drainage districts to be formed, and gave a substantial impetus to the reclamation of large areas of fertile lands now in successful cultivation and yielding large crops. This service was of the greatest assistance to the land men of Louisiana and other States operating in this Commonwealth, since it was the means of bringing investments aggregating many millions into the State and inspiring confidence in Louisiana drainage bonds, which might never have been possible without his backing. Judge Milling has been the attorney for the Southern Pacific Railroad and for the Louisiana Railway & Navigation Company in numerous prominent litigations, and the services of himself and the firm have been engaged in the formation of some of the most constructive development companies in Louisiana. He has appeared before the State Legislature in a number of matters where good counsel was of inestimable value, and has been the means of stimulating the diversification of agriculture in Southern Louisiana and the planting of corn and potatoes, as well as the extension of the cultivation of rice planting, probably more than any public man in the State. He is an expert counsellor in matters pertaining to questions before the Interstate Commerce Commission, and has appeared for the shippers on numerous occasions when matters for the public good and the construction of good roads were at stake.

SOL WEISS

Born in Union Parish, Louisiana, April 17, 1885, is one of the leading attorneys of the Crescent City. After attending the public schools, Mr. Weiss graduated from the Tulane University with the degree of A. B. (1905), and from University of Virginia, degree of LL. B. (1907), and was admitted to practice in 1907.

Mr. Weiss is a Mason and Shriner and member of B'nai B'rith, and in the social life of New Orleans a member of the Choctaw and Press Clubs; member of the Young Men's Hebrew Association, Lyceum Association, Philharmonic Society, Commercial Law League of America, Louisiana Bar Association, Jewish Charitable and Educational Association, Society for Relief of Jewish Widows and Orphans, Touro Infirmary Benevolent Association and other charitable organizations.

Mr. Weiss is held in high esteem by the bench and bar of New Orleans and Louisiana, and his name is identified with every public movement looking towards the upbuilding of the City of New Orleans.

J. A. CHARBONNET.

J. Arthur Charbonnet is Assistant District Attorney of New Orleans, and is the senior member of the firm of Charbonnet & Gauche, of the Citizens' Bank Building.

CHARLES E. ERATH.

Charles E. Erath, manufacturer of mustards and sauces at 1410 Kelerec Street, is one of the most successful heads of local industries.

C. Bennette Moore

In the leading cities of the world there is always some one or two photographic artists who stand head and shoulders above their competitors in the profession in their section. This may be seen in looking over the leading magazines, periodicals and newspapers and watching the credits given these geniuses of the camera in reproductions of their art work. In New Orleans, which for skill in photography leads the cities of the South, the one big man in this art is C. Bennette Moore, whose studio at 141 Baronne Street is frequented by the leading business, professional and society personages of the Crescent City, and from whose studio came the portraits used in this publication. Through years of work he has attained a skill which has placed the stamp of excellence upon all of his productions. Mr. Moore is a constant student of the latest photographic processes, and during his career has invented several valuable developing solutions and processes by which his portraits take on a distinctive merit. Portrait work is the specialty of the Bennette Moore Studio, and its surpassing excellence is attested by the clientele which is maintained by this photographic artist. For years Mr. Moore has had a steady run of portraits for the charming debutantes of New Orleans society, and the art work in delineation of these "buds" is of such superior character that throughout the social season Mr. Moore has a rush from this exclusive class, who demand only the best and most expensive of his art work. Mr. Moore also excels in his child pictures, which are distinctively artistic in pose and drapings, and the arrangement of backgrounds and tone values is surpassed by few photographers in the world. The work of Mr. Moore has attracted the attention of the wealthy winter visitors to the city, and in his collection of original negatives he has some of the leading personages of the nation. Many of these, especially the ladies, have sent time and again to Mr. Moore for reproductions of his plates, which, they say, are far superior to those taken elsewhere. In numerous instances ladies and gentlemen have come from a distance to be photographed by Mr. Moore, and this is so much the case among New Orleans men and women of consequence that many have Mr. Moore do all their work and advise their friends to go to him on all occasions.

W. H. BYRNES, Jr.

William Henry Byrnes, Jr., formerly State Senator from the Tenth Ward and one of the leading lawyers practicing at the local bar to-day, is the son of the late Colonel William Henry Byrnes, for many years one of New Orleans' prominent lawyers.

In 1904 Mr. Byrnes graduated with honors from the Tulane University in law, and for the next four years he studied and practiced in the law office of Howe, Fenner, Spencer & Cocke.

Since 1908 he has been practicing law alone, and by close attention to duty he has built up a practice second to no other young man of his age in New Orleans, and is generally known as one of the most successful practitioners at the bar.

In 1915 Mr. Byrnes wrote a pamphlet on the Supreme Court of Louisiana, urging the abolishment of the Appeal on the Facts. The Probe Commission, headed by Senator George Westley Smith, thought so well of this pamphlet that, in their report to the Legislature, Mr. Byrnes' pamphlet in its entirety was incorporated therein.

THE CHINESE AS A RACE

The tourist and visitor to New Orleans will be amazed at the progressiveness and business-like air that pervades that portion of the City of New Orleans known as the Chinese Quarter. The Chinese colony only numbers a round four hundred in New Orleans, but they constitute a substantial portion of those things that should be seen by the casual visitor.

Thrifty and economical, this people of the old-word race, the oldest of the human family, have demonstrated their ability to overcome the environments and superstitions that have burdened the race for these thousands of years.

There are but only a few of the coolie or slave class in the colony in New Orleans, most of them being business men of acumen and men of affairs, the heads of big business enterprises and men of means, and among the latter are several Chinese grocery and tea stores, art stores, restaurant keepers and manufacturers.

One of the large industries is that of making and marketing dried shrimp and fish. There are three firms in this industry alone, one firm being known as the Fou Loy & Co., while another by Fung Lee. These three concerns sell and dispose of large quantities of dried shrimp and fish and ship all over the country. The Fou Loy Company gives employment to a large number of people, among them being native Frenchmen, Spaniards, Italians and Mexicans. The head of this business is Mr. Chinn Bing, an American-born Chinaman, who is a fluent linguist and man of affairs, and has a most interesting family of four children.

One of the commendable and interesting racial characteristics of all sons of the Flowery Kingdom is to pay his debts. Bankruptcy to them is an unknown quantity, and on their New Year's Day the Chinaman who does not have a clean slate so far as his creditors are concerned will have to answer to his ancestors several generations removed.

The people make for the very highest type of citizenship to be found in the alien class in the United States. They are frugal and debt-paying, hardwork and conscientious, public spirited in charity and charitable work at all times. Among a number of the more prominent Chinese in New Orleans who are regarded as leaders are: On Yick, Kwong Song, Nam Hing, Wah Kee, Sun Wah Lung, Quong Wah Chong, John Fong, Shen Ying Lung, Quong Chung Lung, Jung Sing Long, Quo Chong, Ah Sing, Lee Yuk, Louie Lake, Chin Chapo, Jung Yip, Gee Yu Juk, Lee Loy Poo, Jue On, Chin Kia Tang, Henry Lewis, Fung Lee and Fung Jung.

THE METAIRIE CEMETERY

When a visitor comes to New Orleans one of the sights of the city which he is urged not to miss is the beautiful Metairie Cemetery. This institution is situated in one of the spots of New Orleans naturally endowed with aesthetic virtues, being in Metairie Ridge at the junction of two of the most attractive automobile driveways in the Southern States. The cemetery is splendidly kept, the management priding itself on the regularity and symmetry of its roadways, walks and the general layout of the grounds and the tombs and burial places which beautify it are representatives of the leading families of New Orleans and Louisiana. The monuments are all of a highly artistic type, and the mausoleums erected by some of the most wealthy families of New Orleans represent an expenditure of thousands of dollars.

A prominent feature in the beauty of the cemetery is the number of tombs of Confederate Veterans and other fraternal and social organizations of New Orleans. The

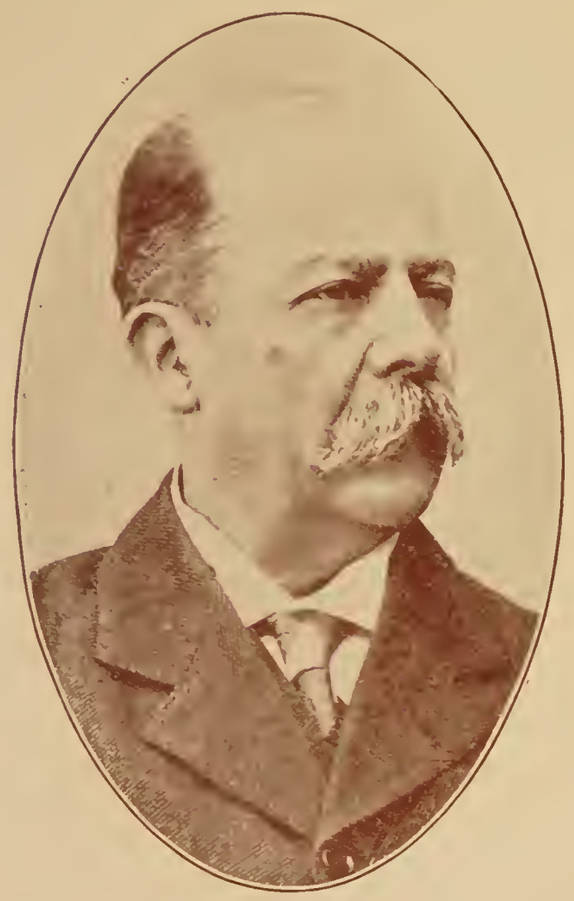
handsomest of the Confederate tombs is the monument of General Albert Sydney Johnstone erected by the Association of the Army of Tennessee, which is at the entrance of the cemetery. This tomb is the last resting place of some of the most prominent members of that organization, valiant soldiers of the Civil War and men who in latter days had given valued service to the State and Nation in many ways. Another monument of special beauty at the entrance is that of the Moriarity family, representing the figures of Faith, Hope and Charity. The tomb of Dr. Benjamin Palmer, a famous Presbyterian divine, is also one of special beauty and often visited by tourists to New Orleans.

The Metairie Cemetery is designed as a resting place for the poor as well as the rich, and it has been the aim of the management to keep the prices of burial lots as low as possible, consistent with the numerous improvements necessary to maintain the beauty of the cemetery. Many lots may be had at a cost of $50, and within the past few years a large annex has been opened in which there are numbers of the cheaper lots, all well kept and capable of much adornment.

Formerly the grounds were the site of the famous Metairie Jockey Club, where some of the most celebrated sporting events of the ante-bellum days were held, and where the wealth and beauty of all the Southern plantations foregathered. After the decline of the Jockey Club it was turned into the cemetery, and for more than a generation it has been the God's Acre of the leading families of New Orleans. The offices of the Metairie Cemetery Company are in the Hennen Building and are in charge of S. H. Bell, Secretary of the company.

DUELLING GROUND, CITY PARK
PERISTYLE CITY PARK
LEE MONUMENT
ENTRANCE TO CITY PARK
AVENUE OF OAKS, AUDUBON PARK

GUATEMALA'S REMARKABLE PROGRESS



PRESIDENT MANNUEL ESTRADA CABRERA

Rehabilitation of Guatemala will be the monument of Licenciado Don Manuel Estrada Cabrera, President of the Republic of Guatemala. More than seventeen years of his life have been devoted to this work for his brother Guatemaltecos, for it is the proudest boast of the lawyer-President that he has been able to perform a duty which has meant the enlightenment and uplifting of the common people of his country. Since February 8th, 1898, Don Manuel has been the Chief Executive of Guatemala, he having been called to administer the affairs of his country by the assassination of General Jose Maria Reina Barrios. At that time Licenciado Estrada Cabrera, though still a young man, had attained a reputation among his people by his ability as a lawyer, being rated as the most prominent man in that profession in Guatemala.

During his successive administrations Licenciado Estrada Cabrera has devoted the major portion of his time to the development of the magnificent resources of Guatemala. He was imbued with a realization of the tremendous wealth of his country; of the vast deposits of undeveloped mineral riches; by the fields of petroleum and natural gas yet to be discovered; in the wonderful estates of coffee, of chocolate, indigo, bananas and coconuts; in the boundless forests of mahogany, chicle-zapote, Spanish cedar and other precious woods and dye-woods and the great undeveloped possibilities for wealth in the agricultural lands of the nation. Don Manuel set about to develop these resources by acquainting the world with what Guatemala has to offer to the investor and developer and by broadening the international relations of the republic. Schools were established throughout the land and Indian boys were taken as wards of the nation to be educated in business and professional careers in France, in Germany and in the United States.

By popular election, in October of 1898, President Cabrera was continued in office, and he then proceeded to carry still further the many beneficial works he had inaugurated in the few months he had served the people of his country as Chief Executive. During this period he promulgated a decree that established first-class legations in Colombia and Chile; signed a treaty of commerce with Chile; treaty concerning copyrights with Spain; trademark treaty with Belgium; sent delegates to the judicial congress in Salvador, an assemblage in which these delegates took prominent parts and from which much good resulted to the republic participating; aided in securing the treaty of peace, friendship and compulsory arbitration, which was signed by delegates from Guatemala, Honduras, Nicaragua and Salvador, on November 2, 1903. He brought Guatemala into the parcel post convention between the nations of the New World, and has taken a personal interest in all Guatemalan exhibits in foreign fairs and expositions, so that his nation has stood high in all these affairs. President Cabrera sent delegates to the various Red Cross and other humanitarian conventions and peace congresses, until the name of Guatemala became synonymous with peace and high humanitarian aspirations.

At the same time President Cabrera worked unceasingly to widen the relations of friendship and commerce with all the republics of the New World. Delegates from Guatemala took prominent parts in the meeting of the Third Pan-American conference in Brazil in July, 1906, and in the same year agreements for the furtherance of measures for preserving the public health were made with the United States, Cuba, Santo Domingo, Mexico, Costa Rica and Nicaragua.

But, undoubtedly, the greatest works of this remarkable man, aside from the organization and maintenance of stable government, have been along financial and educational lines. At the time he assumed the Presidency of his country, its finances were in bad condition. Guatemala, then as now, was enormously rich in natural resources, but they were practically undeveloped, sources of income were small and the basis of the currency which had been established by preceding rulers was not sound.

With his customary promptness and foresight, Manuel Estrada Cabrera attacked this most serious problem with all the powers of a vigorous mind and body. By the application of methods which he had observed were successful in older nations, and also by the free use of original ideas of his own. President Cabrera gradually put his country on a sound financial footing, and has announced that within a few months he will place it on a gold basis. This, Central American financiers believe, will add a great deal to the progress of Guatemala in industry and prosperity.

In connection with the general financial problem, especial attention was paid to banking, the laws on this subject having been revised as occasion demanded and brought down to date each year. Statutes designed to eliminate fraud in bankruptcy proceedings and similar causes have been placed on the books and are rigidly enforced.

Guatemala's credit has been brought to the highest possible mark by the work of this versatile and tireless Executive. With the placing of Guatemala's finances on a gold basis, it is expected that even more solidity and solidarity will be given to her financial standing among the nations of the world.

Despite the enormous timber and mineral resources of Guatemala, the government realizes that the main basis of prosperity must ever be agriculture, and to that end has devoted much time and large sums of money to the promotion of farming in all its branches.

So rapidly has this industry grown that in 1914—the last available figures—enormous crops were produced through the co operation of the government with tillers of the soil. In that year 918,522 quintals of coffee were raised; 7,933,497 bunches of bananas, 4,611,292 quintals of corn, 184,426 quintals of beans, 546,532 of wheat, 237,532 of rice, 308,733 of potatoes, 73,404 of other products and 100,000 of brown sugar for exportation, not considering what the cane rendered for interior consumers in white sugar—first and second class—brown sugar and syrups. The greater part of articles for subsistence gave a very favorable increase on quantities produced the previous year, to which reason is due

Monument to the Memory of Garcia Granados

that their prices did not go up, as wished by speculators who, during the first days of the European conflict, managed to introduce panic, in order to monopolize the products and sell them dear, which proceeding was defeated by the President's immediate bringing, from the exterior, flour, corn, rice and potatoes to be sold at the lowest prices under the vigilance of the authorities.

The locust plague—which coming from Mexico, invaded some of the western, southern and eastern departments—could not be destroyed as rapidly as was wished, owing to immense numbers, but the measures taken by the government and well followed by the lower authorities, have gradually overcome the plague.

One of the best results of the agricultural campaign waged under direction of President Cabrera was the exhibit of that branch of the republic's resources at the San Francisco Exposition. First prize, the principal award made by the grand jury, went to El Pacayal coffee, a practical declaration that Guatemala coffee is the best in the world.

As a result of this award, a subscription of several thousand dollars was raised for the celebration of the "Great Day of Guatemala," which was celebrated with extraordinary festivities.

To aid agriculture, mining and timber industries, as well as to promote transportation facilities, more than 500 miles of railroads have been built in the republic, and a new line, the Eastern Railroad, to the Pacific, is in process of construction. This line will be 120 miles long, crossing the Department of Santa Rosa.

Work also is being done on the line that will unite the western metropolis with the northern, western and central railroads, and it is planned to construct branches that will cross new and fertile zones conecting important sections, such as the one from Zacapa to the frontier with El Salvador, the one from Guatemala to Barberepa and Esclavos and that from Quezaltenango to Huehuetenango, for which all necessary surveys have been made.

TEMPLE OF MINERVA.

Commemoration of the Interoceanic Railroad of Guatemala.

Much aid also is being given to mining with good results. The rich gold beds, "Las Quebradas," in the Department of Izabal have been producing increasingly, and along the Grande River, and its affluent, the Platanos, were inaugurated in 1913, important works for gold washing, which render rich results. In the Departments of Santa Roca, Guatemala and Shiquimula rich mines are being exploited, and Alotepeque a syndicate carries on important work in which big sums of money have been invested. The Guatemala Mining Company continues the development of its properties. In the marble quarries, which in this country can be found very fine and as pure and white as that of Carrara, great works have been started. There are 129 mines registered.

Petroleum exists in quantities, and much interest has risen in that industry, its existence being confirmed by twenty claims of petroleum wells that are being carried through in the Departments of San Marcos, Alta Verapaz and Quezaltenango.

Present Conditions in Mexico

The civil war which for the last six years has been drenching with blood the fields of Mexico has brought before the public eye the wonderful natural resources of that country, its admirable economic capabilities and its agricultural and industrial vitality.

G. M. SEGUIN,

Former Mexican Consul at New Orleans, promoted to this port from Eagle Pass, Texas, where he served his government for the past three years.

Notwithstanding the fact that the horrors of war have been felt from one extreme to the other of the national territory, and notwithstanding the fact that the greater part of its public and private wealth has been destroyed. its potentiality is so great that, even at this present moment, we see rising everywhere from the ashes, springing from the ruins new enterprises, new fields of endeavor, the realization of the ideals of the revolution, which were thought to have been killed forever.

The armed strife is reaching its end, and all good men are making ready to begin the reconstruction, to return to abandoned fields or to the workshop, with new vigor and greater faith for the future.

The Constitutionalist revolution has not only reconquered the public liberties which were lost, it has also revealed new and brighter horizons to national activities and laid the foundations for new avenues to public effort. It is distinguished by its cherished object—the economic betterment of the individual and social equality before the law. The revolutionary cause is the cause of the people, without privileges, without distinctions.

Throughout the republic, schools and colleges are being opened. The new regime is inspired in the high ideal of the uplifting of the national character through education, to develop apt and conscientious men, in whose hands the future of the country will be placed.

The false reports which are being circulated by the enemies of the revolution and published by the yellow press of this country have little if any effect upon the mind of this enlightened and justice-loving people. On the contrary, they only serve to show that our enemies are playing their last cards.

The eloquence of facts and figures which show our commercial activities, notwithstanding the revolution, clearly come to show the stability of the government and the confidence shown it by the people.

According to official data contained in this Consular Office, the value of goods exported from this port to Mexican ports during the year ending December 31st, 1916, amounted to $7,151,510.40 American gold, September of 1916 alone exceeding $1,375.000.00.

HON. LOUIS DA COSTA CARVALHO,

Consul from Portugal to the United States, with offices in the Metropolitan Bank Building, New Orleans, La., was born at Braga, Portugal, February 15, 1882.

LOUIS ALEJANDRO CARO,

Consul of Colombia, is a son of ex-President Caro of Colombia. Mr. Caro was Director of Public Instruction and Secretary of the Senate of Colombia.

LEON DE WAELE,

Consul General of Belguim.

Santiago Chaves

Santiago Chaves is a graduate of the National University of San Salvador, receiving the degree of LL. B., and subsequently taking a course in the law department of that institute and graduating with honors. He was appointed Consul to the United States July 27, 1916, and is peculiarly fitted for the duties of that office.

In 1900-1901 he was chosen by the National Congress as Magistrate of the Supreme Court of Appeals in Comayagua, and in 1903 declined to accept the responsibilities incident to the office of Criminal Supreme Court of Appeals of Tegucigalpa and was later named Judge of Letters in the Department of Cortez, in which office he remained for four years, gaining great renown for his strict attention to duties and earning many friends in the discharge of his official duties.

He is an able diplomat, an affable gentleman and man of affairs, and well equipped for the office which his country has conferred upon him. One of the peculiar characteristics of Consul Chaves is his independence of character, which enables him to do justice to all parties at all times.

Catholic Institutions

LOYOLA UNIVERSITY

Ranking among the best universities of the South for scholarly attainment is the Loyola University, the main building of which was recently completed by the Jesuit Fathers. The erection of the University buildings is still in progress, and it will require many months to complete them according to the elaborate plans laid out by the noble order which has the supervision of the work. The first building completed, Marquette Hall, faces stately St. Charles Avenue, opposite Audubon Park, and is the setting for a magnificent quadrangle designed after the Tudor Gothic style of architecture. A handsome church adjacent to Marquette Hall is in process of construction, as are other buildings in the quadrangle, and when the work is completed it is said that it will mean an investment in grounds and buildings of more than one million dollars. The Tudor Gothic architecture is admirably adapted to educational buildings, and is particularly effective in the Loyola buildings. In fact, they are noteworthy as being among the few buildings of the South of that design and are easily the handsomest school buildings in New Orleans. They are fireproof in construction and modernly equipped throughout, so that, when finished, Loyola University will be one of the most interesting sights of New Orleans, as well as among the most substantial universities of the South.

The Catholic school property in the diocese of New Orleans has an estimated value of close to $5,000,00, and the Loyola University, with its magnificent campus, its stately buildings and the large property embraced in its site for future enlargement of the institution, will unquestionably be one of the most valuable holdings of the church in the Southern States. Included in the university are colleges of medicine, dentistry, pharmacy, law, the sciences, classics and arts, pre and post graduate medicine and wireless telegraphy. More than 120 of the most erudite men of this section are listed among its faculty, and its medical and dental schools, though comparatively young, are already making rapid strdes and attracting Catholics and non-Catholics from all parts of the nation, as well as from various Central and Southern American countries and the West Indies.

Leading practioners of medicine and dentistry in New Orleans are at the head of the faculties of the dental and medical departments, and though these two colleges are less than five years old, there are numbers of students enrolled and everything points to an enrollment of more than one hundred in each department during the coming term, which opens in September. Last year there were more than two hundred students enrolled in all the branches of the University, but the institution was hardly ready to do its full duty, being equipped to handle only a minimum number of students in the various departments. Nevertheless all the schools got a flourishing start, and, from the number of letters of inquiry being received from all parts of the South and Latin America as well, it is certain already that the schools in every department will be well filled. The Jesuit Fathers throughout the world are men renowned for their erudition, and among the faculty are many eminent educators and men of the highest professional reputation in law, medicine, dentistry, pharmacy and the sciences and classics.

The President of Loyola University is the Reverend Father A. E. Otis, a scientist and litterateur of international note, while among the faculty of the College of Sciences and Arts is the Reverend Father Biever, than whom there are few greater authorities on entomology. Doctor Homer Dupuy, a noted specialist in the eye, nose and throat, is dean of the medical department, while Dr. Joseph Danna is a professor and the secretary of the post-graduate medical school. This school is rapidly gaining a most enviable reputation, and the post-graduate work in connection with the free clinics at the Charity Hospital, form a combination for the advancement of medical science which no practitioner can resist. In fact, it offers advantages comparing favorably in value with the clinical training of the best New York post graduate colleges. The equipment of Loyola University has gained a reputation among educators throughout the country. The astronomical observatory is very fine, and the seismograph, or earthquake detector, has performed some wonderful feats in locating seismic disturbances. Often its recordations are so perfect that the United States Departments at Washington rely upon the delicate machine to find various disturbances of the earth's crusts, which, sometimes, Washington observers do not catch. In the law department, also, there are men of great endowments. Among the faculty is former Chief Justice Breaux of the Louisiana Supreme Court, and some of the leading jurists of the State are professors. The wireless department has been of great assistance in training men for the government service, and numbers of students will be utilized in Uncle Sam's preparations for war.

The following courses are offered at Loyola University: Collegiate-Classical—A four-year course leading to the Degrees A. B. and A. M. This course offers the best foundation for a business or professional career. Collegiate-Scientific—A four-year course leading to the Degree B. S. A practical course for the professional student. Law—A three-year course leading to the Degree LL. B. Entire field of law covered, preparing the student for practice not only in Louisiana, but also in common law States. Dental—A three-year course leading to the Degree D. D. S. Thoroughly modern and practical; excellent clinic facilities. Pharmacy—(a) A two-year course leading to the Degree Ph. G.; (b) A three-year course leading to the Degree Ph. C. (pharmaceutical chemist) Pre-Medical—A one-year course in Biology, Bacteriology, Botany, Physics, Chemistry, English and Modern Languages, for prospective medical students. Post-Graduate Medical—General and special courses in every branch of medicine and surgery for graduate physisicians. Courses may be begun at any time. Wireless Telegraphy—A one-year course fitting students for position as practical operator.

HOLY CROSS COLLEGE

Foremost among the Catholic colleges of the Gulf States is the institution founded by the Congregation of the Holy Cross, known as Holy Cross College. The Holy Cross College was first opened in 1879, under the name of St. Isidore's College, and was chartered under an act of the General Assembly of Louisiana in June, 1890. It has attained a most enviable reputation among the colleges and other boys' schools of the United States for thoroughness of education and for the degree of proficiency in arts and letters won by its students and graduates, and has attracted students from all parts of the Southern States, and from the Hispano-American States as well. In fact, the growth of the Holy Cross College has been steady since its foundation, and the main building is now 200 feet long, 70 feet in width and three stories high. It contains study halls, classrooms, recreation rooms, dormitories, the chapel, the refectory and a handsome library, and is the center of a group of buildings which make up the College. The institution is modern and all the buildings are well ventilated and constructed with a view to obtaining the maximum of comfort, safety and good health for the students and faculty. Every comfort is afforded the students, the building being heated with steam and lit with electricity, thus insuring pleasant surroundings during the cooler months of the year. Fire escapes and automatic sprinkler systems afford ample security in case of fire, and a well-equipped fire department is within easy reach of all the buildings. Special attention is given to the conservation of the health, as well as the mental and spiritual welfare of the students. The aim of the institution is to give its pupils a thorough education along practical lines, calculated to make good citizens of all its graduates. The curriculum comprises the preparatory, commercial and high school courses, supplemented when desirable by special courses in modern languages, music, drawing, shorthand and typewriting, and the program of studies has been carefully graded, all textbooks being by authors of acknowledged merit. The right molding of character and the actual development of the mental and moral faculties need constant and vigilant care, and the Congregation of the Holy Cross has made this noble task their lifework.

The Holy Cross College is in charge of a Board of Directors, of which Brother Engelbert, C. S. C., is President; Rev. P. Dalton, C. S. C., Vice President; Rev. John O'Rourke, C. S. C., Treasurer; Brother Dominic, C. S. C., Steward, and Brother Florentius, C. S. C., is Secretary. All of the officers and faculty are men of careful and exacting training and intellectually endowed and very earnest. Particular attention is paid to the development of the physical manhood of the students by healthful and pleasant athletic sports and games. The gymnasium building is specially constructed with this aim and provided with the most carefully selected apparatus of the latest and most approved designs. A physical instructor is in attendance, and the students are drilled with special regard to the correction of physical defects and the right development of muscles and strength without fear of overdoing their exercises. The playgrounds and campus are spacious and beautifully arranged, and the baseball, basket ball and indoor baseball, football and other teams of the colleges have been listed among the best in the South, and have won numerous prizes in athletic and other contests in New Orleans and other cities. Many athletic tournaments have been held on these grounds, and thousands have attended them.

In addition the Holy Cross College has its band, its orchestra, its Choral Union Society, its Literary Society, its senior and junior baseball and football, indoor baseball and basket ball teams, its Alumni Association, a St. Aloysius Society and a junior literary society. To further the religious life of the Holy Cross College, there are several church societies, among them being the Society of the Guardian Angels of the Sanctuary, the object of which is to add beauty and solemnity to Divine worship by the observance of liturgic rites; to foster in the hearts of the young students a love for the service of the altar and to afford to Catholic students distinguished by good conduct the honor of serving in the sanctuary. The League of the Sacred Heart, of which the Rev. John Thillman, C. S. C., is the spiritual director, is another religious organization. Degrees are conferred for Bachelor of Arts and the Master of Accounts, and certificates are given for the completion of the high school course. Gold and silver medals are also given.

The college is beautifully situated, commanding a view of the Mississippi River, and is in the Ninth Ward of New Orleans, at the corner of Dauphine and Reynes Streets. Although removed from the distraction and noise of the city, it is easy of access from all parts of New Orleans and its suburbs, and the Dauphine and Levee and Barracks electric cars pass through the grounds. Information as to studies and tuition will be readily furnished by addressing the President, Holy Cross College, New Orleans, La. Non-Catholic students are received with the same rights and privileges of Catholic students, and no attempt is made to interfere with their religious convictions. Christian doctrine is taught daily, and children of Catholic parents are carefully instructed in the principles of the holy religion. Every student residing at the college is required to attend the exercises of public worship in the college chapel on Sundays and holy days.

MOUNT CARMEL ACADEMY

Pioneers of educational work in the South, the good Sisters of Our Lady of Mount Carmel established the Mount Carmel Academy at St. Claude and Governor Nicholls Streets, in New Orleans, in March, 1837. This excellent institution still occupies the original building of the Sisters of the Order, so substantially erected eighty years ago that it was successfully modernized and made splendidly comfortable. The Sisters of Our Lady of Mount Carmel operate fourteen other schools throughout Louisiana, the second oldest of which is the Convent of Mount Carmel at Lafayette, which was established in September, 1846. The Sisters who established the first Convent of Mount Carmel Academy left the mother house in Havre, France, in 1833, and, after a perilous journey in a sailing vessel, reached New Orleans in 52 days. They went to work with great energy, and in less than four years had raised sufficient funds to commence the erection of their building. Their first academy met with excellent success, and the demand was so great for more schools that other Sisters of the Order were urged to come from France to join in establishing other academies. The New Orleans Academy is the mother house for Louisiana of the Order, and the academy enjoys a large patronage from Catholic and non-Catholic families of New Orleans and from countries of Latin America as well. It has attained a most enviable reputation for thoroughness of curriculum and general excellence of its work, and numbers among its graduates many of the most substantial families of New Orleans. In fact, so satisfactory has been the results attained that children, grandchildren and even great-grandchildren of the original students have attended the noble old academy in their successive generations. The original building has been brought up to date and other buildings added, so that the academy now occupies an entire city block in one of the most pleasant parts of New Orleans. Special attention is paid to the moral and physical well-being of the students, and daily calisthenics are given them to keep them in good condition. The good Sisters themselves take personal supervision of the girls and see to it that they are free from sickness and get exceptional advantages of training in music, needlework and useful arts.

The buildings of the Mount Carmel Academy in Lafayette are delightfully situated in one of the most healthful sections of Southern Louisiana, and are modernized and safe in every respect. All the buildings are equipped with the latest improvements, and comfort for the students is one of the prerequisites to its success. The grounds are spacious and beautiful, with large shade trees and ornamental shrubs, so that the institution has the appearance of an old plantation home of ante-bellum elegance. The academy offers superior advantages to parents desirous of giving their children a solid and refined education, and particular attention is given to the health and comfort of students. Christian doctrine is one of the prescribed studies, as it is held that complete and harmonious development is impossible without attention to religion and morality, and special attention is given to religious studies. The course of study includes English, French and Latin, and the grades range from primary to those preparatory to the high schools. There are also courses of stenography, typewriting and commercial work, and the musical department is of a recognized standard of excellence. The study of the voice, violin, piano, harmony and theory may be taken up either as a profession or as an accomplishment, and diplomas attained are regarded as a recognition of true musical worth on account of the excellent reputation of the academy training throughout the South. The fifth year of the academic department is designed as the finishing year, and is the only course for which the academic medal and diploma are given. The Mount Carmel Academy at Lafayette has been patronized by Catholics and non-Catholics of Southern Louisiana and Texas for several generations, and thousands of students have been fitted for the duties of womanhood within its classic portals. Grand daughters and great-granddaughters of its original students are being trained by the good Sisters as they blossom into womanhood, and with the passage of years the curriculum is changed to meet the progress of educational science, the Sisters keeping abreast of its strides with remarkable accuracy. The high school course is one of the later additions to the academy, and embraces a practical knowledge of the classics, modern literature, mathematics and science, as well as music and art. Its course is of four years' duration, and on its completion the girl student is fitted amply to adorn society or join in the best of her class.

The fourteen other schools under the supervision of the Sisters of Our Lady of Mount Carmel are in various parishes of Southern Louisiana, and are for boys and girls. All maintain a high standard of excellence in their various lines of endeavor, and have been the means of spreading knowledge at a minimum cost through thousands of families.

Rev. Father J. B. Prim

Among the clergy of the Catholic faith who have attained the love and respect of the community, irrespective of race, creed or sect, the name of the Reverend Father John B. Prim, rector of Holy Trinity Parish in New Orleans, stands pre-eminent. Father Prim has been in charge of the work at Holy Trinity Church, in St. Ferdinand Street, since 1907, when Father A. Bickelmeyer, the beloved rector, was gathered unto his fathers, and prior to that time had been the assistant rector and the active head of the parish since the year 1899. This, by the way, was the year the divine came to New Orleans. The rector is the brother of Father Francis Prim, in charge of the Mater Dolorosa Parish, in Carrollton, and his parish extends from Canal Street to the Barracks.

In addition Father Prim has added a new field, Gentilly and Milneburg, which embraces all the territory of Orleans Parish from Lake Pontchartrain to the Rigolets. Since 1909 Father Prim has added several buildings to his church, more than doubling its capacity, for the attendance at the parish school, and sufficient capital has been raised to give all needy children of the locality free education. Father Prim has "Work" for his hobby, but in his spare time he finds hours to enjoy his great musical gifts, as he is a talented performer on the organ, violin and piano. He was born in Germany of noble parentage and finished his education in the American College at Rome, after attending the American School at Louvain, Belgium, for some years. Among his other charges Father Prim has the supervision of the noted shrine of St. Roch, in the lower section of the Third District, in St. Roch Avenue. This was built after the yellow fever scourge of 1878.

Ursuline College and Academy

The Ursuline Academy, an Institution for the higher education of young ladies, enjoys the distinction of being the first Academy established in the United States. It was founded in 1727, under the auspices of Louis XV, King of France, and intrusted to the Ursuline Ladies. On February 22, 1727, Madam St. Augustin, Tranchepain, a professed Ursuline, left France with eight professed companions, one novice and two postulants. After a tedious voyage, the little band reached New Orleans on the morning of August 7, 1727. They were warmly welcomed by Governor Perier, who had succeeded Bienville as Governor of Louisiana. It was, however, Governor Bienville who had requested the Ursulines to come to Louisiana. As he was on a visit to France at the time of the Nuns' arrival, his beautiful home in the city that he had founded was offered the Ursulines for their temporary abode. Their monastery being completed in 1734, they took possession of it and occupied this venerable building for ninety years. On the Nuns' departure from this Monastery, the buildings were used, up to a recent date, as the Residence of the Bishops and Archbishops of New Orleans. This antique building (the oldest in Louisiana) is now known as the Old Archbishopric, 1114 Chartres Street.

In 1824 they moved to the lower limits of the city, where they continued their glorious work up to the year 1912, when the Orleans Levee Board expropriated the buildings and grounds of their historic old Convent on the banks of the Mississippi. This necessitated the erection of a new building on State Avenue, to which the Ursulines moved on September 7, 1912.

The new site is a large tract, more than twelve acres in extent, ideally located in the Garden District of the city, in State Avenue.

The location makes it easily accessible. Two lines of electric cars pass near the Academy and establish direct communication with all parts of New Orleans. The Carondelet and South Claiborne lines are most convenient.

The New and Greater Ursuline Convent is one of the most imposing buildings in the United States.

The main building is a magnificent three-story building, with a frontage of 600 feet on State Avenue. The refectories and the kitchen are separated from the Academy and the living rooms, which are in the main building. The buildings form a quadrangle and enclose a beautiful courtyard that is laid off in lawns and flower beds.

The buildings are fireproof and are thoroughly equipped with the best of modern improvements. They are heated by steam and cleaned by vacuum. The light and ventilation leave nothing to be desired. The Laboratories, Libraries, Museums, Art Studio and Music Rooms

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Rev. F. Chas. Brockmeier

Rev. F. Chas. Brockmeier was appointed by the Most Reverend P. L. Chapelle, Pastor of St. Francis of Assisi Parish, June 1st, 1899. The church, school and presbytery are located on State, Patton and Constance Streets, respectively. The new St Francis of Assisi Parochial School, costing $21,000, was built under the Martin Behrman Administration, and dedicated March 29, 1908, in the presence of city and State officials, by the Most Rev. Archbishop James H. Blenk. As soon as peace has been restored to the world the new St. Francis of Assisi Church, costing from $50,000 to $60,000, will be completed. The congregation has no debts. The parochial school has over 500 pupils.

ST. FRANCIS OF ASSISI PAROCHIAL SCHOOL.

Our Lady of the Holy Rosary Parish

This grand mansion, the old plantation home of Mrs. Evareste Blanc, together with its spacious grounds, was donated to the Catholic Archdiocese of New Orleans by the late Mrs. Sylvanie Denegre, daughter of Mrs. Blanc, widow of the late James D. Denegre. This pious lady, now gone to God, prefaced her act of donation with these truly Catholic sentiments:

"Who declared that in pursuance of the cherished wish of her mother, the late Mrs. Marie Fannie Labatut, widow of Evareste Blanc, who desired that the property hereinafter described, for many years her family residence, should become the site of a parish church, for the purpose of providing the residents in the neighborhood of Bayou St. John and Esplanade Avenue with a parish church, and in consideration of the faith she has and has had in the Roman Catholic Church, the ardent desire she has for the propagation of that faith in the City of New Orleans, her native place, and her desire to further extend the influence of that faith in the City of New Orleans for the welfare of its people," etc.

The lamented Archbishop James H. Blenk, S. M., established the parish and appointed the Reverend William J. P. Vincent its Pastor, October 19, 1907. The late Archbishop celebrated the first mass in one of the spacious rooms—the very room from which the body of Mrs. Denegre's mother had been borne to the resting place many years before.

People and pastor have worked hard. The parish, with the various societies that go to make a Catholic parish, is fully organized. The School, which is under the able direction of efficient teachers, the Sisters of St. Joseph, has over three hundred children in attendance.

The parishioners and pastor are working hard to raise the funds necessary to replace the present very humble chapel with a brick church, one that will be a credit to themselves and friends, a real improvement to the neighborhood, a becoming manifestation of their devotion to Our Lady of the Holy Rostary; a suitable house of God, wherein to worship and adore our Heavenly Father and beg His protection for themselves and country.

FORMERLY URSULINE CONVENT AND ARCHBISHOPRIC, NOW ST. MARY'S ITALIAN CHURCH. REV. V. M. SCRAMUZZA, PASTOR.

CONVENTS OF PERPETUAL ADORATION

Renowned for the proficiency in instruction in the Romance tongues, the Convents of Perpetual Adoration in New Orleans and throughout Southern Louisiana are among the best educational institutions in the Gulf region. The mother house of the Sisters of Perpetual Adoration, which is situated at 2321 Marais Street and is known as St. Agnes' Academy, was founded in 1872 by Mother Augustine and four other Sisters who emigrated from the mother house of the order at Bellemagny, France. St. Agnes' Academy has supervision over the four other convents of the order in Louisiana and at Pascagoula, Miss. The institutions are conducted on a high plane of educational science and special care is given the health of the young women who become its students. Their health is regarded of the greatest importance, and if pupils are ill they are constantly attended by one of the Sisters. The hours of recreation are so distributed throughout the day that neither mind nor body suffer from overapplication to study. Everything is done to promote the health and happiness of the children. English and French are taught by excellent instructors, and the course of study comprises all the branches taught in the academies. The institution is chartered and is empowered to confer degrees and diplomas. The present head of the Convents of Perpetual Adoration is Mother Colombe, a most excellent and scholarly Mother, and at St. Agnes' Academy alone last session there were 370 pupils. At all the other convents there was an excellent attendance. The object constantly kept before the pupils' minds is the adornment of the intellect with knowledge and the training of the heart to virue. Habits of order, cleanliness and courtesy are insisted upon, and the pupils are never permitted to go beyond the reach of a watchful but maternal superintendent, whose vigilance secures the preservation of morals and the cheerful observance of the rules of the institution. No influence is exercised over the religious belief of the pupils, yet, for the sake of order, all are at times required to assist in Divine worship. Beside St. Agnes' Academy, the convents are at Oubre Post Office, St. James Parish; Pascagoula, by the sea; at Crowley, La.; at No. 515 St. Maurice Avenue, in New Orleans, and at Breaux Bridge, La. The convent at Pascagoula is a delightfully situated school; has ideal bathing facilities, and is swept by the healthful breezes of the Gulf. All the convents are under the jurisdiction of the same community and charges are alike at all. Pupils may be transferred without charge from one to the other for causes of health or other reasons at the request of parents or legal guardians, and no expense is attached to the journey. The convent at St. Maurice Avenue, in New Orleans, was established in 1900, and is a modern and thoroughly fireproof building. It is in the most beautiful section of the Third District and has the combined advantages of the city and the country. The Sisters of Perpetual Adoration also conduct a splendid parochial school for boys and girls at Gretna, and all information concerning this and other schools under the supervision of the community of Perpetual Adoration here may be had by communicating with Mother Colombe, at St. Agnes' Academy, 2321 Marais Street. The Gretna school has a boarding department for little boys from the ages of four to twelve years, known as the Boarding School of the Infant Jesus. This is but two squares from the Southern Pacific station, four blocks from the Texas & Pacific depot and six from the Jackson Avenue ferry. The school opens the first Monday in September, and is a three-story building, spacious, well ventilated and surrounded by well-shaded playgrounds. Everything is done to promote the health and happiness of the boys, and the hours of play and study are so arranged that the children have the maximum of study without interfering with their physical well-being and development. The courses of study are preparatory to any grammar school or will fit the student for a college or other academy. Parents who have little boys too young to be sent to academies or colleges will do well to send them to this splendid institution, where they will have the assurance of the best possible training to develop into useful citizens free from the taint of moral turptitude or bad habits.

ST. AGNES' ACADEMY, 2321 MARAIS STREET.

Infant Jesus College
Gretna, La.

INFANT JESUS COLLEGE, GRETNA, LA.

"HOUSE OF SEVEN GABLES."

Rectory of St. Theresa's Church. Built 1915. Rev. Leander M. Roth, Rector.

St Theresa's Church was built in 1848 on ground donated to Archbishop Blanc in 1836.

Rev. Father L. J. Kavanaugh

The Parish of Our Lady of Lourdes was founded by his Excellency most Reverend P. L. Chapelle, D. D., in 1905, and Reverend L. J. Kavanagh, the present incumbent, appointed the first Rector.

A well attended church and a flourishing school, the parish bids fair to rank in a few years among the foremost in the city.

Little by little Father Kavanagh's plan for a group of parochial buildings, including the church, are being realized, which will not only add to the beauty of Napoleon Avenue but contribute in no small measure to the progress of the city in that section.

Besides his duties as rector of the parish, Father Kavanagh is also the Superintendent of the Parochial Schools of the Archdiocese of New Orleans, a position inaugurated with the system by His Grace the Most Reverend Archbishop James H. Blenk, S. M. D. D.

Marked progress has been made in the Parochial Schools since the organization, showing a constant increase in the number of children in attendance and the continued erection of newer and more commodious buildings.

The work of the organization has attracted the attention of school authorities from other parts, and many features hitherto thought impossible are found in existence here in New Orleans giving the most effective results.

Academy of the Holy Angels

Founded more than a half century ago, the Academy of the Holy Angels of New Orleans, located at North Rampart and Congress Streets, is a monument to the indefatigable energy of the Sisters Marianites of the Holy Cross. The academy buildings were commenced during the period of the Civil War, at the time when numerous Sisters of the famous French Order were engaged in nursing the sick and wounded of the great conflict and comforting the bereft, while others sewed for the soldiers of the Confederacy in the fields. In spite of the arduous self-inflicted toil of the Sisters, they were able to commence the erection of the noble edifice which has housed the academy, and it was completed and opened at the close of the war in 1865. Through the dark days of the reconstruction period the struggle continued until now the institution takes first rank among the Catholic academies of the country for efficiency and general worth. Hundreds of boys and girls have been its graduates, and they have each contributed much to the honor and glory of their native city. The first religious women of the Marianites Order came to New Orleans in 1849, taking charge of the St. Mary's Boys' Orphanage. In 1851 a larger colony of Sisters came from the mother house in the Parish of Le Mans, France, and founded an industrial school near the Ursuline Convent, and in 1856, by dint of superhuman effort, they built the large asylum for girls which adjoins the present convent in Rampart Street. In 1856 and 1858 they also established schools and convents at Plaquemine and Opelousas, and they now have other chartered schools at Houma, Franklin, Lake Charles, Morgan City, Jennings, Eunice, Arnaudville, in Louisiana, and at Ocean Springs, in Mississippi. They also have charge of the St. Peter's Parochial School, St. Mary's School, St. Mary's Boys' Orphan Asylum and the Girls' Asylum in North Rampart Street. The academy was incorporated February 2, 1866, and given power by the Louisiana Legislature to confer degrees. It has ample recreation grounds, excellent arrangements for the boarding of students, and the educational department is exceptionally thorough and comprehensive.

St. Joseph's Church

St. Joseph's Church, situated in New Orleans, is noted as being the second largest church in the United States. It is of Gothic-Romanesque architecture, 225 feet deep and 150 feet high, being capable of accommodating 2,000 people. The interior embellishments are equal to the finest in any church in America. Niches with statues 25 feet high are among the exterior ornaments. Magnificent stained glass windows have been erected in loving memory. Some of them have cost as much as $1,600.00 complete. There have recently been completed at Munich five new windows, costing $1,600 each, which cannot be shipped on account of the war. Two gems of art are the oil paintings on linoleum fastened over the two side altars, namely: "Annunciation" over the Blessed Virgin Mary's altar, and "Death of St. Joseph" over his own altar. These pitcures, like the large windows, are living sermons; they catch the eye from every part of the church and tell their own beautiful story. A magnificent altar has lately been erected at a cost of $20,000.00, together with a beautiful oil painting costing $2,500.00.

The present pastor, Rev. Thomas Weldon, is among the most active of the New Orleans clergy in the propagation of Catholic Societies. It is due, in a large measure, to him that the Holy Name Societies have swelled their numbers considerably in the last several years.

REV. FATHER J. FRANCIS PRIM

Very Reverend J. Francis Prim, Rector of Mater Dolorosa Church, in Carrollton, was born in Trier, Germany, April 3, 1866. After a primary education in his native city, Father Prim was sent to Nancy, France, to complete his education and to learn the French language, which was supposed necessary for his future vocation. However, when years after, he felt the inspiration to the priesthood, Father Prim went to Austria for certain preparatory studies, finishing his philosophical studies at St. Nicholas and his theological studies at the American College, University of Lovain, Belgium.

Being ordained to the priesthood in 1893, Father Prim came to the United States in 1893, and was appointed Assistant at St. Mary's Archbishopric and Secretary to the then Archbishop Jansens, filling the last named position up to the time of the death of that beloved prelate.

When Archbishop Chapelle took charge of the diocese of New Orleans, one of the first appointments was the selection of Father Prim as Chancellor of the diocese. This was on February 24, 1898. Subsequently Father Prim was appointed Rector of St. Mary's Church, in Carrollton. His was not an easy task at the time of his appointment, and it is entirely due to his efforts that his people have the present beautiful Mater Dolorosa Church, School and Presbytery, on Carrollton Avenue, among the best appointed in the City of New Orleans.

Although his church and school buildings are pretty much indebted, seldom, if ever, you hear an appleal made by him to the public. He believes in work rather than relying on help coming from others. He is a man of unusual personality and is held in high regard by everyone whose good fortune it is to know him and the work that he has accomplished in New Orleans.

The Hotel Dieu

Few hospitals of the South are as favorably known as the Hotel Dieu of New Orleans, situated in Tulane Avenue and occupying the square between Prieur and South Johnson Streets. The Hotel Dieu is one of the oldest hospitals of the South, having been established by the Sisters of St. Vincent de Paul in ante-bellum times, and its present building, a substantial four-story structure, was erected in the early '90s. To it have been added at various times wings extending back to the rear of the square, so that now the instiution covers the entire block. Its most recent addition is the Joseph M. Burguieres' Home for Incurables, which faces the Johnson Street side of the building, forming an imposing wing. A modern home for nurses on the South Prieur side is

another more recent improvement, and it is said that others are contemplated soon, on account of the great demand for the excellent facilities of the hospital.

Ranking with the famous Charity Hospital, a State institution, in Tulane Avenue, which is also under the control, as far as the nursing is concerned, of the Sisters of St. Vincent de Paul, the Hotel Dieu has long been considered one of the leading hospitals of the United States. Its service is unequalled, the attention of the competent corps of graduate and student nurses being supervised at all times by the noble women of the charitable order. Its staff of physicians and surgeons has always been rated as the best in the South, and comprises some of the most skillful specialists and operating experts to be found anywhere in this country. Throughout Louisiana and the Gulf States Hotel Dieu has become known as a hospital of efficient service and painstaking care to its inmates, and this good name is spreading through the nations of Latin America Numbers of sick and afflicted from Central America and the West Indies, as well as from Mexico, have come to the Hotel Dieu for treatment, and have gone away well satisfied, to tell their friends of the wonderfully skillful nursing at the Hotel Dieu and what it accomplished for them. This is especially the case in tropical diseases and fevers, in which nursing and attention is half the battle, and numerous fast friends have been made for Hotel Dieu by the cures thus effected. They are particularly well pleased with the good food and service and the kindness and sympathy shown by the noble Sisters with the sick and afflicted. In cases of difficult operations, many of which come from the sawmills and industrial plants of Louisiana and Mississippi, the facilities of the Hotel Dieu have have been shown to be remarkably efficient, and are believed to have saved many lives through promptness and skill of the operating surgeons and nurses.

URSULINE COLLEGE AND ACADEMY—Continued from Page 133

are provided with everything that can be a help to Teachers and Pupils. On the south side of the buildings stretches a vast campus that offers the students unsurpassed opportunities for wholesome exercise in the open air.

The Infirmary is constructed in accordance with the most modern hygienic regulations and is approved by the most eminent medical authorities. It is completely isolated from the rest of the buildings and is furnished with everything that can render it a perfect Sanitarium.

Competent Infirmarians are in charge of this Department, and they give to the sick students entrusted to them the most devoted and constant care. In case of serious illness, the physician is called and parents or guardians are notified.

Private apartments have been arranged for the convenience of students who may desire them. These rooms are suited for one or two persons, and are fitted out with all the modern appliances for the health and comfort of the students. Only sisters or first cousins are permitted in the same room. The charge for these rooms is regulated according to their location. Each student is responsible for the order of her private room. Students are not permitted to visit one another in their private rooms.

The Academy is divided into two Departments: Senior and Junior. Children under thirteen years of age, unless in the High School, are placed in the Junior Department; Students over thirteen years of age, in the Senior Department. Each Department is entirely separate, having its own sleeping apartments, bathrooms, study-hall and playgrounds.

SACRED HEART CHURCH AND SCHOOL. REV. J. J. O'ROURKE, C. S. C., RECTOR.

ST. ANN'S CHURCH

One of the oldest and best known of the Cahtolic Churches of New Orleans is St. Ann's, on St. Philip Street, between North Roman and North Prieur. It was built of brick in 1853, of Gothic design, and was later on materially enlarged and beautified. The church is well known to the Catholics of both city and State through the shrine of St. Ann, which occupies the entire left side of the nave. This altar is a beautiful specimen of Gothic art, finished in white and gold, and illumined by electricity; it is flanked by statues of angels bearing candelabra in which burn continuously the so-called "Lamps of St. Ann."

During the Novena, which occurs from July 17 to Juiy 26 of each year, thousands of Catholics from all parts of the city throng the church, which then becomes a place of pilgrimage as the celebrated Shrine of St. Anne de Baupré in Canada. Many are the favors received through the intercession of St. Ann, as the records of the church will show.

The present rector, Rev. Francis Badeaux, has in one year spent $10,000.00 in improving and beautifying the church and rectory, and in the equipment of a free parish school, which now has an enrollment of several hundred pupils.

St. Louis Cathedral

REV. F. RACINE, PASTOR.

St. Francis DeSales Church

REV. WILLIAM J. HEFFERNAN.

Among the Catholic clergy of New Orleans and Louisiana no man is more highly respected, no more greatly beloved than the Rev. Father William J. Heffernan, the rector of St. Francis de Sales Parish. The St. Francis de Sales Church is at the corner of Second and South Franklin Streets, and its rector has been the leading spirit in his district in all sorts of civic and uplift work. Father Heffernan has been in charge of the parish for several years, during which time he has gained the esteem and regard of every resident of his section of whatever sect or creed. All respect him as a man and a citizen, and there is no more loyal or devoted believer in New Orleans than Father Heffernan. During his ministry in New Orleans he has demonstrated a broad spirit of Christian charity towards the infirm, the needy and afflicted without regard to religious belief. This has won him the devotion of his people and everyone with whom his work has brought him into contact. In times of stress and emergency Father Heffernan has been the first to come forward and offer his services. He was of invaluable assistance to the city officers during epidemics, and through his wise counsel succeeded in convincing his parishioners of the wisdom of carrying out the wishes of the authorities in every particular in the sanitary improvements found necessary to eradicate disease and render New Orleans the most healthy city in America.

The Redemptorists Churches

More than seventy years ago the Fathers of the Congregation of the Most Holy Redeemer, usually called the Redemptorists, came to New Orleans and began their spiritual ministry in the Fourth District, which was then a suburb, known as the Faubourg Lafayette. Their first charge was a large body of German Catholic immigrants who had recently settled there, for whose accommodation they at once began the erection of a small frame church. Soon after it was found necessary to build a similar church near by for the English-speaking Catholics of the neighborhood, who were mostly Irish immigrants. A few years later these small buildings being no longer able to accommodate the growing congregations, and a third church being required for the French people of the Faubourg, the Fathers courageously began the great task of erecting three handsome, substantial brick churches, which remain to this day beautiful monuments to the faith and generosity of the people and to the zeal and artistic taste of the their spiritual guides. Notre Dame Church, on Jackson Avenue, the smallest of the three, was built for the French-speaking congregation; St. Alphonsus, the largest, for the English-speaking, and St. Mary's, a little smaller than St. Alphonsus but equal to it in interior beauty, for the Germans.

To provide Catholic education for the children, separate school buildings for boys and girls were erected near the churches, in which successive generations of the little ones of the flock have been instructed in grammar, high school and commercial courses, while receiving daily religious and moral training, which is essential to the formation of Christian character. Last year's enrollment of pupils was a little less than 1,900.

The Redemptorist parishes embrace a territory thirteen blocks square, bounded by Felicity, Carondelet, Seventh Streets and the river. The people of this district are mostly Catholics, and a house-to-house census, taken in 1916, listed a total Catholic population of a little over 13,000. Twelve priests minister to their spiritual wants, and to afford the parishioners every facility to attend church services, celebrate twelve masses every Sunday morning and eight on week days. The Sunday masses follow one another almost uninterruptedly from 5 o'clock till 12. The two earliest masses, which are over by 6, have an average attendance of 1,500. Thus, at an early hour, when most of their townsmen are still in the land of dreams, this great number, Sunday after Sunday, evince their strong Catholic faith by cheerfully sacrificing their early morning rest to render to God the homage of their worship.

Father Mahony, the present rector of the Redemptorist churches, and four if his assistant priests are natives of these parishes and graduates of the schools. Many religious and no fewer than forty priestly vocations have been fostered here.

VERRINA HIGH SCHOOL, ST. STEPHEN'S PARISH.

One of the special features of St. Stephen's Parish, of which priests and people are proud, is its schools. Besides the Parochial Schools, there are St. Stephen's High School for Young Ladies and the Verrina High School for Boys and Young Men.

The Sisters of Charity have charge of the Parochial Schools for Girls and for Boys up to and including the Sixth Grade, and of the Young Ladies' High.

The Brothers of Mary teach the Verrina High School, which meets the needs not only St. Stephen's but of all the other parishes in this part of the city. The Verrina was founded September, 1915, and it has taken already a prominent place among the High Schools of the city.

St. Michael's Church

On the 8th day of May, 1869, St. Michael's Church was dedicated by the Most Rev. W. J. Perché, Archbishop of New Orleans. The original limits of the parish were from Felicity Road to Terpsichore Street and from the river to Carondelet Street. The present limits are Felicity to Camp, to Terpsichore to Annunciation, to Thalia, to the river. Rev. M. Sheehan was the first pastor of this church. The official records of St. Michael's show the first marriage on December 22nd, 1869, and the first baptism December 30th, of the same year. Rev. M. Sheehan officiating on both occasions.

ST. MICHAEL'S CHURCH.

REV. WM. J. RYAN,
Pastor of St. Michael's.

The second pastor of St. Michael's parish was Rev. P. G. Tobin; the last official record of his administration is given under date of December 7th, 1873.

ST. MICHAEL'S PAROCHIAL SCHOOL.

On December 21st, 1873, Rev Thomas Heslin was appointed pastor. He was consecrated Bishop of Natchez June 18, 1889. Under his able administration the parish flourished, a new parochial school was built and a more commodious presbytery secured.

Rev. Michael Coughlan was the next incumbent of St. Michael's. For fourteen years the parish progressed under his genial administration. The many statues in the church are souvenirs of his pastorate. He died in April, 1903, to the great grief of his parishioners.

The next pastor, Rev. Richard Power, was appointed on the 5th of May, 1903, by the late lamented Archbishop Chapelle. Father Power was secretary of the Catholic School Board of New Orleans and a pioneer in the great cause of free Catholic education in New Orleans. His reign in St. Michael's was marked by splendid accomplishment.

Both the church and presbytery were renovated during his pastorate. Flourishing Catholic organizations sprang up under his direction. He started the work of establishing the free parochial school, leaving behind him another monument of his zeal and piety. He died January 27th, 1912, beloved by all who knew him, and after a labor of youthful years with a devotion to religion and religious education that is seldom equalled.

The present pastor, Rev. William J. Ryan, was appointed on the 2nd of February, 1912, by the Most Reverend Archbishop Blenk.

During Father Ryan's administration Catholic organizations kept on flourishing. He built an extra school building for the preparatory grades, making possible the use of the school hall again, which was partitioned off into classrooms. St. Michael's Free School is increasing in attendance and is kept up by the St. Michael's School Association. Under Father Ryan's administration, the Men's School has been taught by Sisters of Mercy.

On the 8th of May, 1919, St. Michael's Church will celebrate its golden jubilee.

Church of the Holy Name of Mary

When Archbishop Odin, in 1865, requested the Marist Fathers to take charge of the Parish of Algiers they found on their arrival a simple wooden structure called St. Bartholomew's Church. Algiers was then a distinct municipality and had a population of about 8,000, representing French, Irish, German, Spanish and Italian nationalities. Father Denis was the first Marist pastor Algiers. At that time the parish numbered some 4,000 Catholics. In 1868, during the course of a mission, it was partially wrecked by a storm. Ground was immediately purchased for a site about three blocks from the

CHURCH, RECTORY AND GROUNDS OF THE HOLY NAME OF MARY CHURCH, ALGIERS, LOUISIANA.

river, and in this location the church stands to-day. The new church, a beautiful Gothic structure of the thirteenth century style, was erected in 1871 through the efforts of Father Belanger, S. M., dedicated in May, 1873; completed and embellished by Father Larkin, S. M., in 1904, and finally consecrated by Most Rev. James H. Blenk, S. M., Archbishop of New Orleans, during the pastorate of Father Larkin, S. M., in 1910. It was under the regime of Father Blenk, S. M., that the magnificent presbytery was planned and constructed. Another building that adorns the church grounds is St. Mary's Hall, erected by Father Roman. The parochial school, with an attendance of 600 boys and girls, is conducted by the Sisters Marianites of the Holy Cross, who, under the leadership of Sister Mary Xavier, turn out pupils who are banner-bearers in every department of endeavor open to the intelligent and cultured man or woman.

For fifteen years Father Larkin has been pastor of the Holy Name of Mary Church, in which he was ordained thirty-two years ago. It was through his efforts that the trancepts were completed and the interior beautifully frescoed and decorated with oil paintings representing scenes from the life of the Blessed Virgin and of the many Saints who have been most renowned for their devotion to her. He also placed three magnificent white marble and onyx altars in the sanctuary, together with a communion rail of the same material, richly carved and considered the richest and finest in the South. In 1910 he paid off the entire debt of the church and had it consecrated during his silver jubilee celebration. No one worked harder for Father Larkin in this great undertaking than the Hon. Martin Behrman, Mayor of New Orleans and parishioner of the Holy Name of Mary Church. No one could be prouder of the church than the people of Algiers, even non-Catholics pointing to it with pardonable pride. Seen from afar across the river, the white steeple of the church and the church itself stand out against the sky perhaps the noblest and richest specimen of Christian architecture in the Southland.

NEW COURTHOUSE.

XAVIER UNIVERSITY

Xavier University occupies the site of the old Southern University, that famous school for colored children, which first received State, and, later, both State and National endowments. Some four years ago it was thought advisable by the authorities in charge to transfer the site of the Southern's activities to Scotland Heights, near Baton Rouge, La., where better facilities, it was said, were offered, particularly for agricultural development and training.

The buildings of the old Southern, on Magazine and Soniat Streets, were gradually showing the effects of neglect and inoccupancy. Talk at the time was widespread that the property would be procured for real estates interests, when that distinguished and

Xavier University. New Orleans, La.

devoted friend of the colored race, Mother Katherine Drexel, purchased the buildings, the State offering the same at a great sacrifice. Mother Katherine, whose life and whose fortune, in its entirety, have been devoted to the work of the evangelization of the colored people of the Southland, at once began efforts to resuscitate the old Southern as a place of education. The colored people of New Orleans manifested their sincere appreciation of Mother Katherine's gift at that time, and when, in the fall of 1916, the doors were once again opened for the education of the colored children of the city a registration approximating 500 was recorded.

The faculty of the new institution is made up of the devoted Sisters of the Blessed Sacrament, a congregation of ladies founded some thirty years ago by Mother Katherine for the education and evangelization of the colored and Indian races. These Sisters, whose consecrated lives of self-sacrifice, and whose erudition and thorough training as teachers merit unstinted praise, have already won the esteem and love of the colored people of the community, and, although Xavier University is but one year and a half in existence, its standing has already been well established, having received the unsolicited commendation of many distinguished educators.

Children are received from the seventh grade to the last grade of High School. There is also associated with the University, departments in domestic science, sewing and mechanical arts.

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